

# LIFE

FIRST PUBLICATION  
ALL-TIME GREAT  
BIBLE ILLUSTRATIONS  
A COLOR COLLECTION

NELL OWEN  
'PRETTIEST U.S.  
SCHOOLTEACHER'

20 CENTS

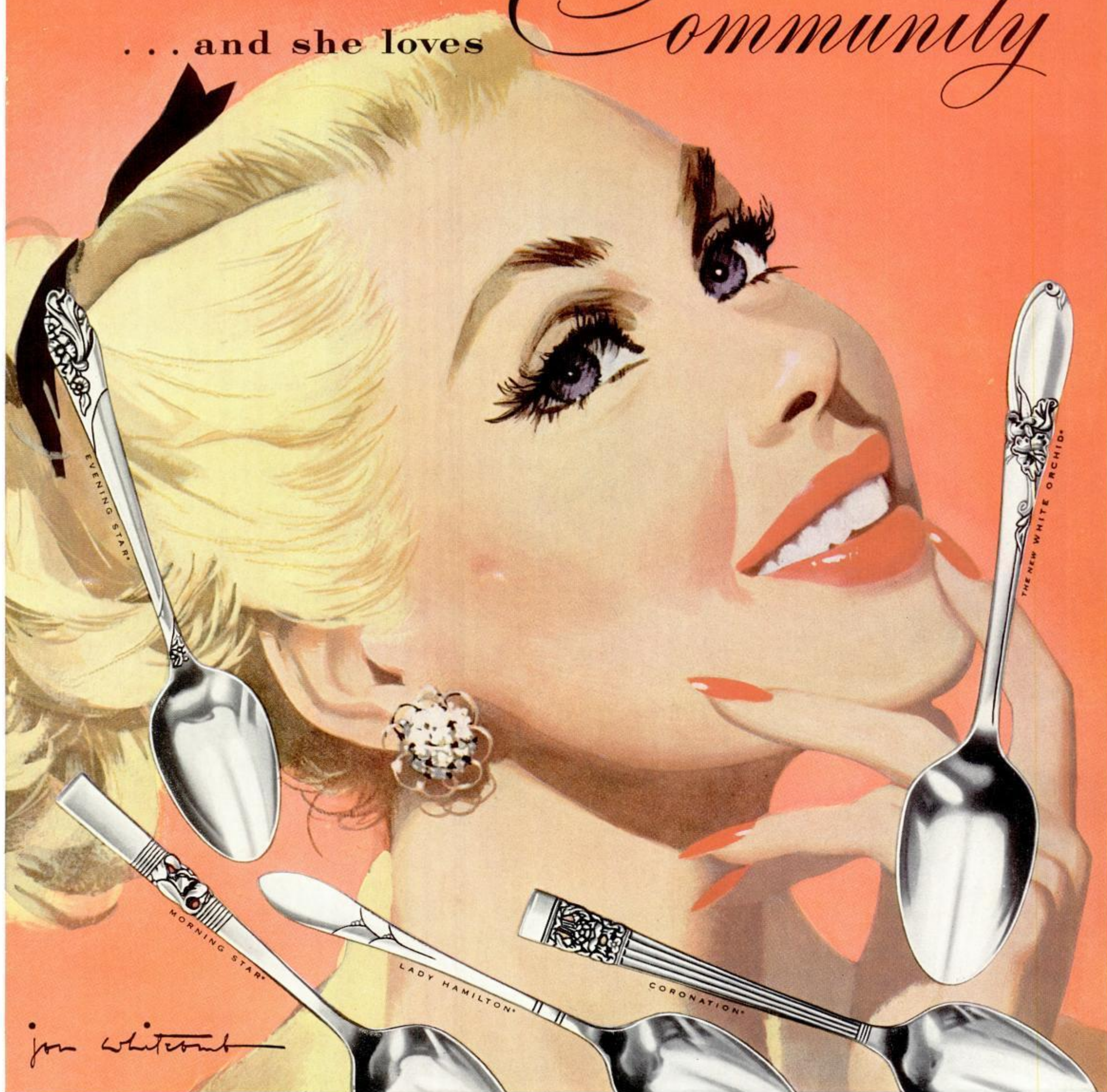
FEBRUARY 23, 1953



she's in love

... and she loves

Community



**And she doesn't think it's fun to be a "slowpoke"!**



She wants what every girl in love wants... a whole

Is there a bride *you* love on your shopping list? Then you may be sure she doesn't want to get her silverware the slowpoke way... a single place setting at a time.

chestful of Community! And you'll want her to have just that... when you hear your jeweler's low price, his easy payment plan, when you see the handsome chest that holds an entire service for 8.

For here's no *ordinary* lightweight silverware. Here's *genuine* Community, *guaranteed* Community... silverware with Community's own wear-protecting

"Overlay" of solid silver... with serrated edges on every grille and dinner knife. Here's White Orchid, newest, proudest pattern of them all. Here's distinction... at a price that every family can pay. Dinner services for eight, in chests lined with Kenized\* fabric to ward off tarnish, as low as \$55.75. Such a *beautiful* gift... Community\*, the *finest* silverplate!

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N.Y. COPYRIGHT 1953, ONEIDA LTD.



YOU GET TWICE THE PROTECTION WITH NEW IPANA A.C.

# AMMONIATED to reduce decay – CHLOROPHYLL to stop bad breath all day!



Children and Grown-ups Both Get What They Need in IPANA A.C.

Cavities hit children even harder than adults, Mrs. Robert Jarrett, New York mother of three little girls, has learned. "We want ammoniated anti-decay protection for Renne and Jan, and even little Denise," Mrs. Jarrett says. "Yet Bob and I like chlorophyll tooth paste because it keeps your mouth so fresh and clean. Was I glad when I found out that I could get *both* in IPANA A.C. . . . it contains chlorophyll and it's ammoniated, too!"

## "Decay Bacteria" Destroyed!



WITHOUT  
IPANA A.C.



WITH  
IPANA A.C.

Photo (left) shows over 1,000,000 "decay bacteria," the *\*lactobacilli* usually associated with tooth decay. Photo (right) shows that, after adding IPANA A.C. Tooth Paste, the "decay bacteria" have been almost 100% destroyed.

## Stops Bad Breath All Day!



Scientific odor-measuring tests proved that IPANA A.C. definitely stopped unpleasant mouth odor—in most cases *even after 12 hours*. IPANA A.C. can keep your mouth fresh—all day long!

**A 2-year test** by University of Illinois scientists proved the ammoniated formula *twice as effective* in reducing decay as the ordinary dentifrice tested. The ammoniated formula of IPANA A.C. is licensed by the University of Illinois Foundation under U.S. Patents Nos. 2,542,886 and 2,622,058 and other patents pending.



**Y**ou wouldn't think *one* tooth paste could do so much! Fight off painful, troublesome cavities that are the special plague of children . . . and give grown-ups relief from mouth odor, even in extreme cases, up to 12 hours after every brushing!

New IPANA A.C. does all this . . . because it combines cavity-fighting ammoniated ingredients with odor-destroying chlorophyll. Yet it has a delicious, minty taste, doesn't stain, and is just a real pleasure to use.

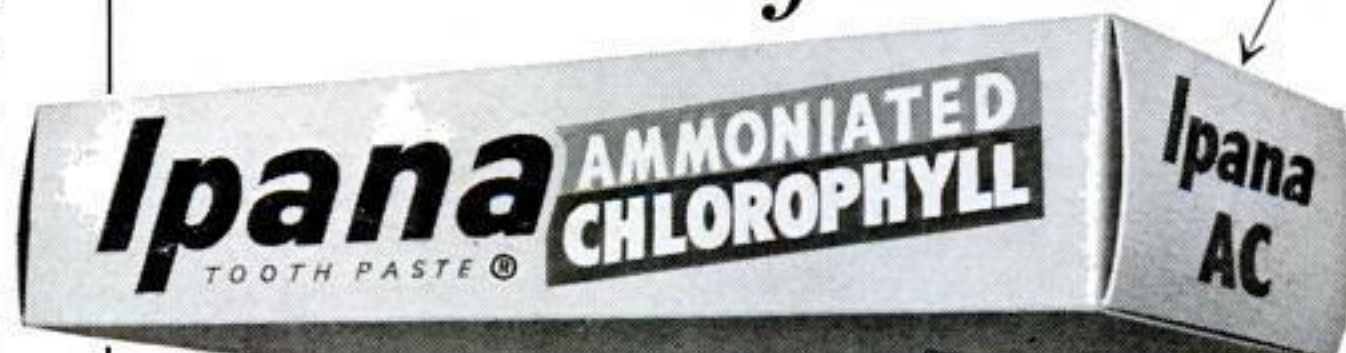
**No ordinary chlorophyll or ammoniated tooth paste—no other type of tooth paste at all—can give you the kind of doubly-effective mouth care you get with IPANA A.C.**

*Take care of your gums, too.* Brushing teeth after meals with IPANA A.C. from gum margins toward biting edges helps remove irritants that can lead to gum troubles. For teeth, breath, gums—get IPANA A.C. today.



**Guaranteed Not to Stain**—by American Institute of Laundering. Mrs. Jarrett says, "Our other green tooth paste made a lot of stains, but IPANA A.C. washes right out of towels, the girls' bathrobes, even the tooth brushes. And we all like the refreshing, minty flavor."

*Ask for the New*



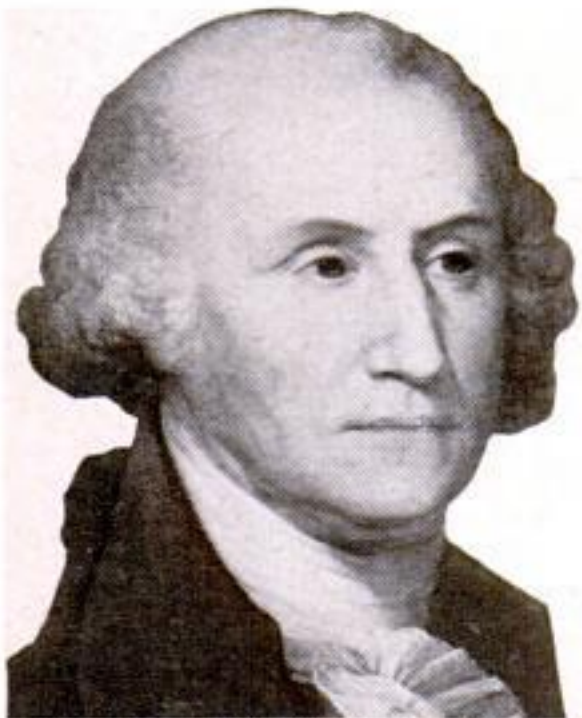
**COSTS LESS TO TRY  
than leading  
chlorophyll pastes!**

LARGE SIZE ONLY **37¢**  
GIANT SIZE ONLY **59¢**

A Product of Bristol-Myers



# Investors leave the nation



**\$80,000,000 FOR INDEPENDENCE.** Washington's government issued stock to help pay for the Revolutionary War. But people were naturally reluctant to invest unless the securities could be easily resold. To establish a market, twenty-four brokers decided to meet daily in Wall Street. So began the New York Stock Exchange.

*The buttonwood tree market on Wall Street, 1792*



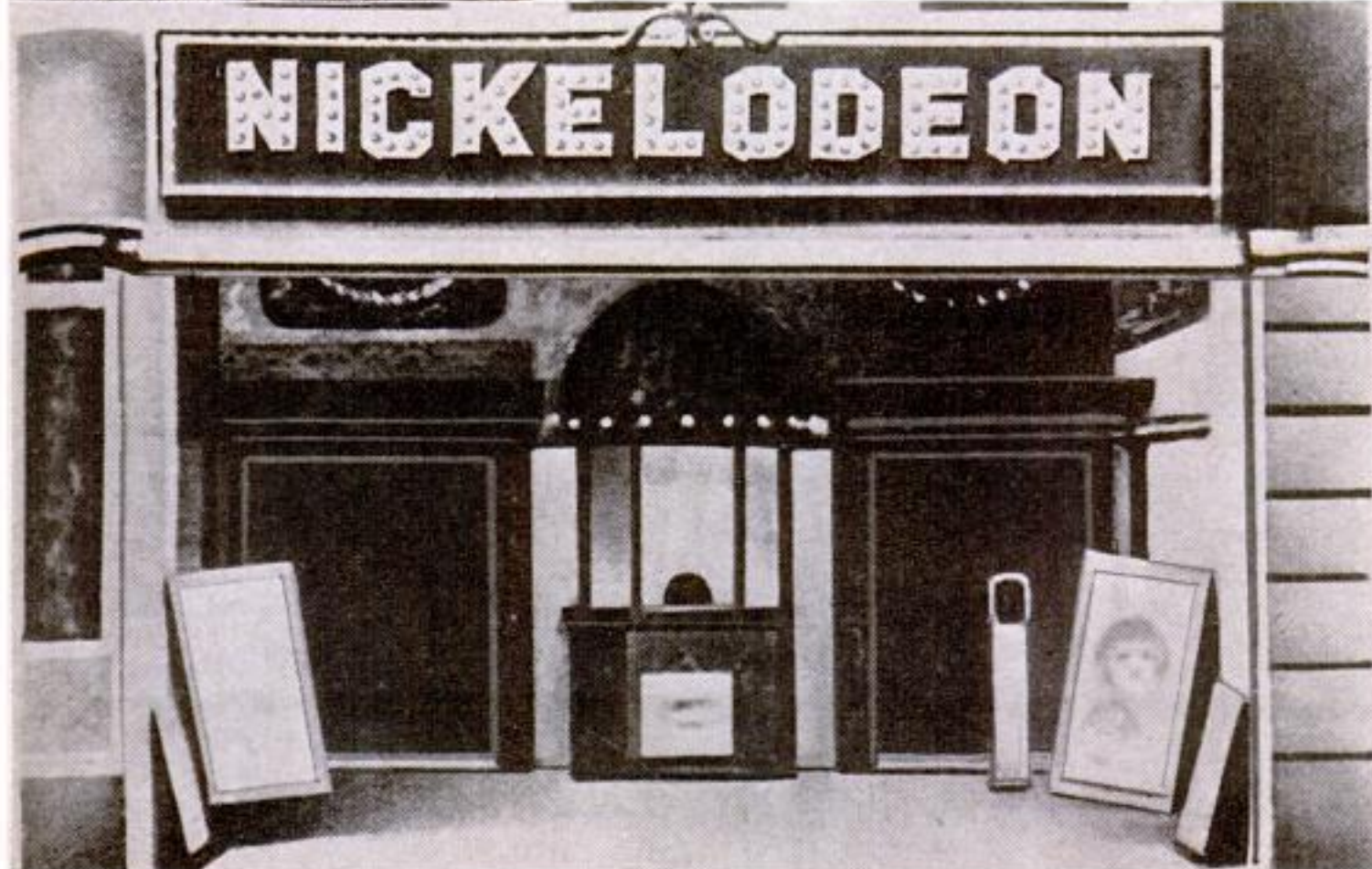
**NATURE FORGOT** to put rivers where business needed them, so by 1821, when Monroe was President, Americans were busy digging canals. Money had to be raised. By 1831, traffic on our water highways was bustling . . . and so was trading in canal company securities on the New York Stock Exchange. America was stretching out.

*Erie Canal, 1825  
(from The Pageant of America, © Yale U. Press)*



**"SIT IN THE DARK...IN A CROWD? NEVER!"** People were afraid to watch early motion pictures shown when Cleveland was President. But investors weren't afraid to risk their money in this new venture. Today, 11 producing and theater companies, descended from the old "flickers," have shares listed on the New York Stock Exchange.

*A 1905 "picture palace"*



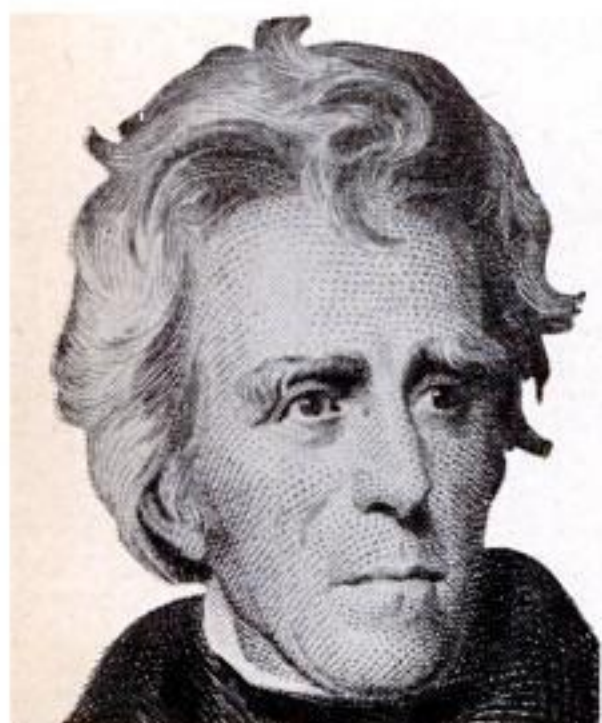
**"GUARANTEED TO TRAVEL 15 MPH."** In 1900, McKinley was President, and only 8,000 brave men in the United States had registered automobiles. Yet investors took a chance on the "horseless carriage." Fifty years later, 40,000,000 automobiles were registered. And jobs had been created in this industry for 1,600,000 people.

*New York, about 1900,  
and only one automobile in sight!*





# richer than they found it



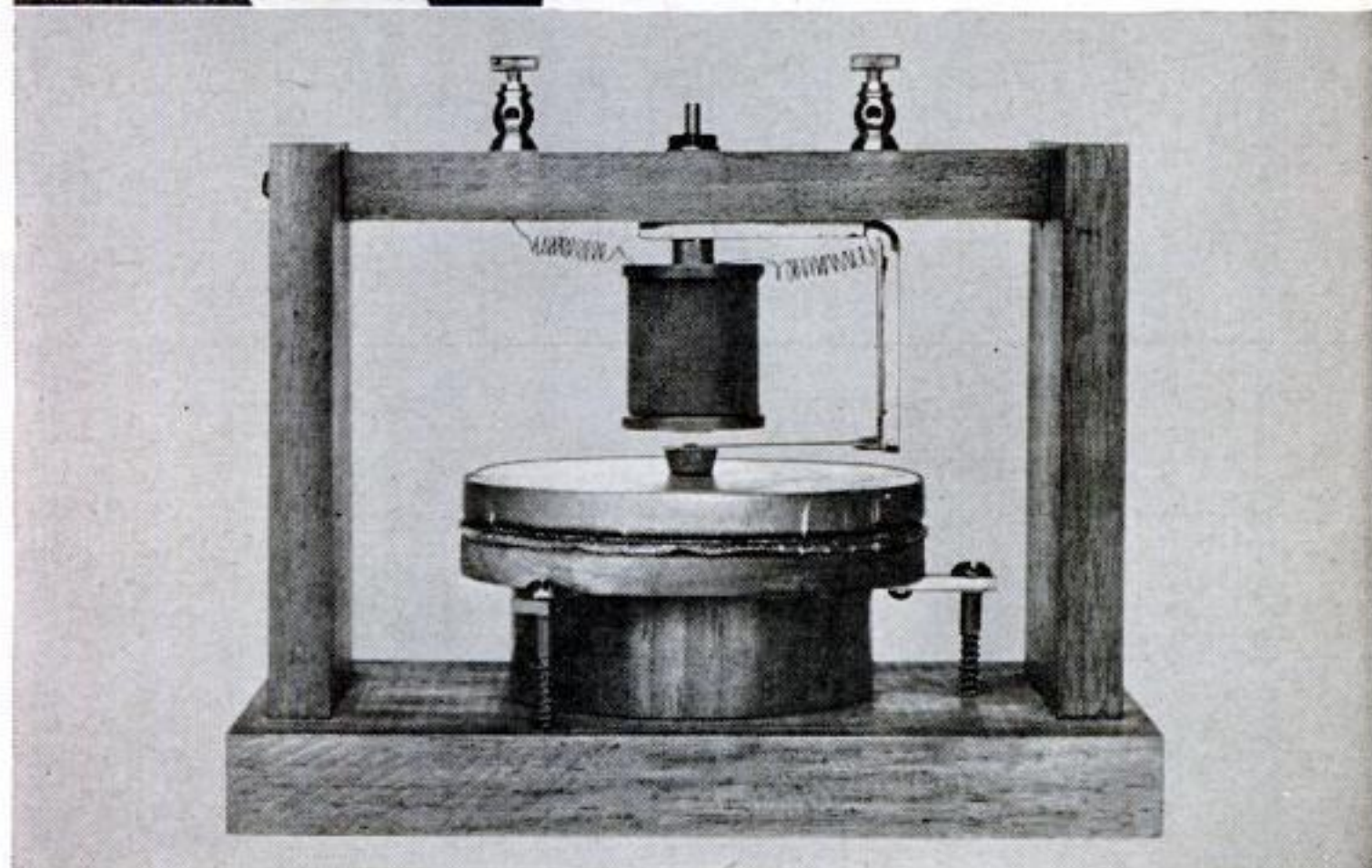
**"FIRE-BELCHING DEMONS"** were chugging on U.S. rails in 1831. Just two years before, during the Presidency of Jackson, the first train was moved by locomotive in the United States. Townspeople gaped . . . smart men saw the whole continent opening up. By 1837, investors were buying and selling eight railroad securities on the Exchange.

*First passenger trip of  
The De Witt Clinton in 1831*



**"NUMBER, PLEASE?"** Bell had it right when he sent the first speech sounds over his early talking box in 1875, during Grant's second term. People couldn't decide whether the telephone was a toy or a useful instrument. Investors took a chance. Today there are 47,400,000 telephones . . . over a million people own shares in a telephone company.

*Experimental telephone  
patented by Alexander Bell in 1876*



Do you know the man who is always planning to buy stocks—but doesn't? He says: "I wish I had known ten years ago how America's industries would grow by 1953. I didn't invest. I guess I was wrong."

What does he think of tomorrow now? Will he join the six and a half million men and women who own shares in our industries? Or does he take a dim view of tomorrow—again—and say, "Growth can't go on"?

- 487,000 men and women have faith in the future of a single automobile company and own its shares.
- In a big electric company, one out of every four employees owns shares in the company.
- And 1,300,000 people bought shares for the first time in 1949, 1950 and 1951.

The New York Stock Exchange is the nation's market place where shares in America's leading

corporations are bought and sold by the public. To help you with information and handle your orders, member firms of the New York Stock Exchange have 1,760 offices across the country. You can do business with them by phone, letter, or in person—or through your local bank.

To the share owner who believes American business will grow stronger in the years ahead go the risks of growth . . . and the rewards.

**THE EXCHANGE MAGAZINE,**  
*official Stock Exchange publication*

If you are already a share owner, or if you plan to own shares, THE EXCHANGE is written with you in mind. Here is a pocket-sized magazine written in non-technical language—full of helpful investment information. For 12 issues, send \$1.00 to THE EXCHANGE Magazine, 11 Wall Street, New York 5, N. Y.



*Members and Member Firms of the*

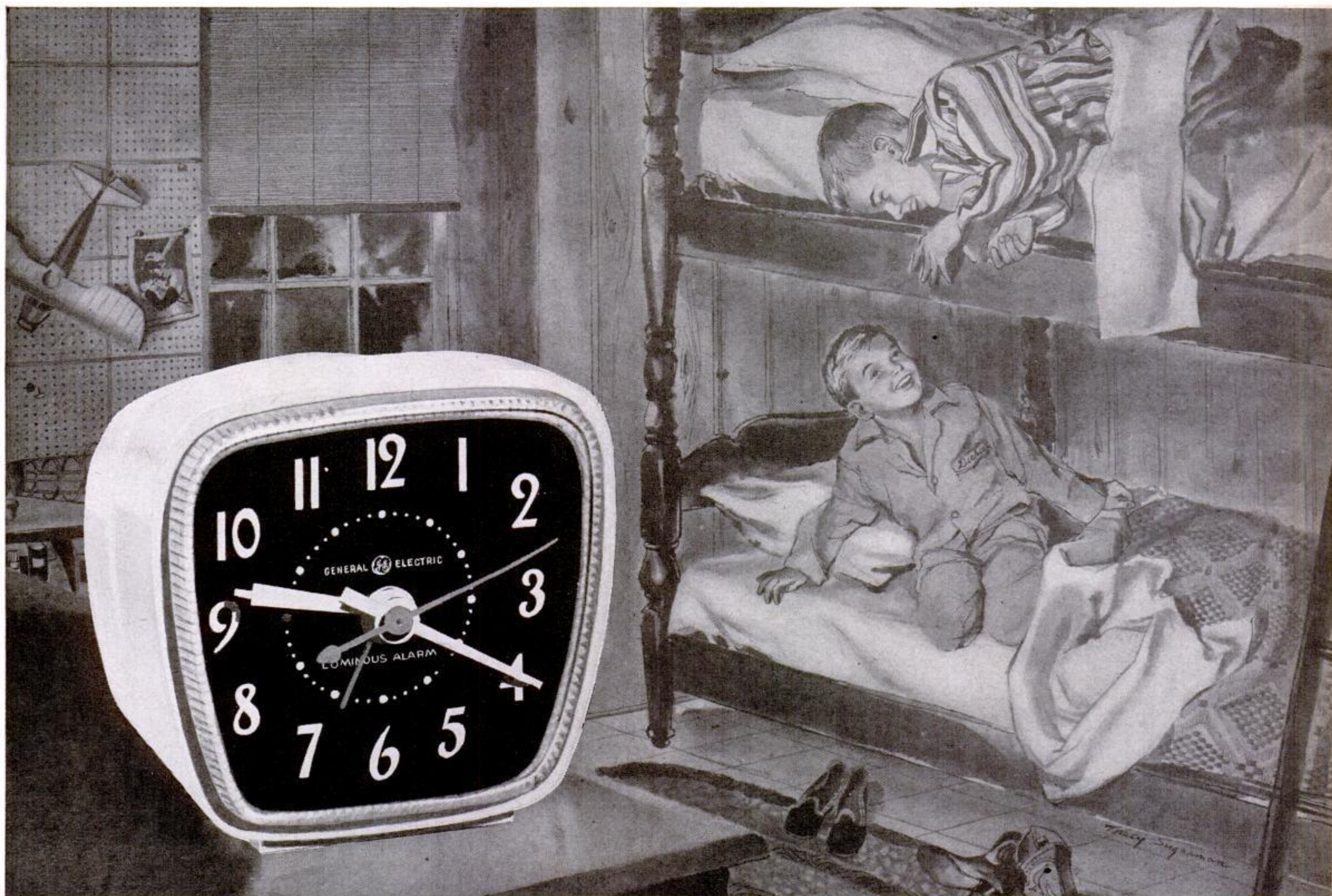
**NEW YORK STOCK EXCHANGE**

This One



FFFE-EUZ-AQNX





**NOW**, the new G-E Starter Alarm...

**BRINGS YOU QUIET, ACCURATE ELECTRIC TIME**

...and at no extra cost over "ticktock" clocks!



**On time all the time!** G-E Electric Alarms never run fast . . . never run slow! Always accurate to the dot, because G-E Electric Clocks are timed by U. S. naval observatory settings via your electric power company.



**No noisy "ticktock" . . . nothing to wind!** It's springless! It's electric! Just plug into the house current and forget it! Mighty convenient!



**You can always trust electric time**—especially when your electric clock bears the name "General Electric," famous for dependability and rugged, long-lasting construction. "You can put your confidence in General Electric." General Electric Co., Small Appliance Division, Bridgeport 2, Conn.

with **LUMINOUS** dial

only **\$4<sup>98</sup>\***

non-luminous  
model **\$3<sup>98</sup>\***

**Be modern! Give up your daily clock-winding chores.**

**Get a G-E Electric Clock and forget it!**

G-E Electric Clocks from \$3.98\* to \$590.00\*

**GENERAL  ELECTRIC**

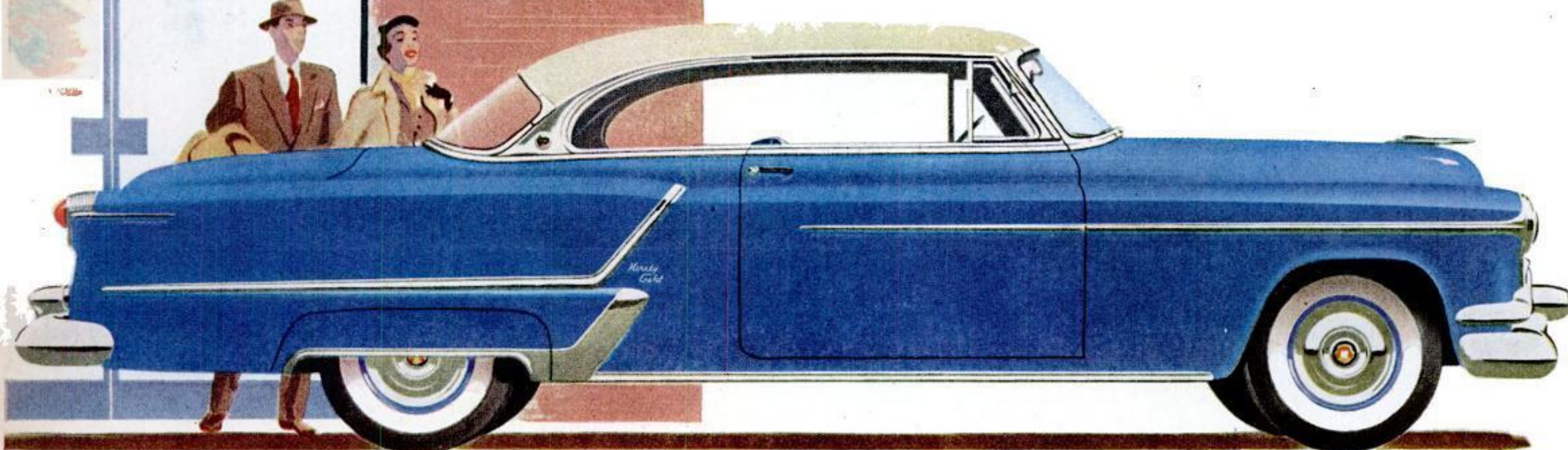
\*Manufacturer's recommended retail or Fair Trade price. Plus applicable taxes.



P R E S E N T I N G

# THE NEW CLASSIC

F O R 1 9 5 3



Car illustrated above: Ninety-Eight Holiday Coupé. New Super "88" for 1953 also now on display at your dealer's. A General Motors Value.

Ladies and gentlemen, here is Oldsmobile's candidate for the best-looking, best-driving car of all for 1953. It's the glamorous new Ninety-Eight—the last word in "Rocket" engineering and Classic styling. That distinctive, long rear deck is balanced by a new, longer "power" hood. The front-end is new, more dramatic. The chrome trim is new, more distinctive. The whole silhouette is new, more exciting. Interiors have been enhanced and "entranced" by new upholsteries and Custom-Lounge Cushions\*. Even the "Rocket" Engine is NEW—with higher power (165 hp.), higher compression (8 to 1), higher voltage (12-volt ignition). There's a new Power-Ride Chassis, new Pedal-Ease Power Brakes\*, Power Steering\*, and even Frigidaire Car Conditioning\*! See the new Classic—the new *Ninety-Eight*—now at your Oldsmobile dealer's.

\*Optional at extra cost.

"ROCKET ENGINE"

OLD SMOBILE

*Ninety-Eight*





Long Beach, Calif.: "HALOLIGHT is a real innovation in television. Traded in our old set for Sylvania. Improvement is amazing." Mrs. B. M. Jacobs



Moline, Illinois: "Well satisfied with our Sylvania television and like HALOLIGHT very much. Picture is so easy to watch." Hugo E. Peterson



Portland, Oregon: "Sylvania TV with HALOLIGHT adds greatly to viewing comfort. Other sets can't compare with our new Sylvania." Earl E. Alford



New Haven, Conn.: "I watch Sylvania with HALOLIGHT for hours with perfect pleasure and comfort. I love our set." Mrs. Mary Teta



Atlanta, Ga.: "Terrific! Four of my friends saw our set and said there will be no other set for them but Sylvania with HALOLIGHT." Mrs. P. C. Vaughan



Des Moines, Iowa: "I can watch Sylvania's HALOLIGHT all evening and my eyes feel good. It's a great set—glad I bought it." Al W. Jacobs



Edina, Minn.: "I love my Sylvania set. Best picture I've ever seen and HALOLIGHT gives me many hours of eye comfort." Mrs. H. R. Lucas



St. Louis, Missouri: "I recommend Sylvania with HALOLIGHT to anyone who wants true eye comfort in viewing television." Mrs. R. Price



Aberdeen, Md.: "Picture is so clear and sharp, wouldn't trade our HALOLIGHT set for any other. Sylvania TV is tops." Perry Barbre

## Everywhere, SYLVANIA TV Owners Acclaim

# HALOLIGHT\*

The Frame of Light That's Kinder to Your Eyes



The KENSINGTON—Strikingly new and different 21" Corner Console Ensemble with HALOLIGHT. Graceful French Provincial styling in finest Maple. Uniquely designed for space-saving. Corner Cases optional. Also in mahogany veneer.

The ARLINGTON—21" Table Model with HALOLIGHT. Beautifully styled blonde cabinet. Movie-Clear\* television with true Studio-Clear\* sound. Also in mahogany veneer.

CHOOSE FROM A WIDE SELECTION of cabinet styles and finishes in 17", 21" and 27" screen sizes. Priced as low as \$199.95, incl. Fed. Excise Tax and Warranty. Slightly higher West and South.



### Greatest Eye-Comfort Feature Ever Presented in Television

Owners of Sylvania TV sets overwhelmingly approve HALOLIGHT!

These owners are *not* professional "endorsers"—*not* writers of paid "testimonials." They are people like you and your neighbors. Now you can read what they think after actual experience with Sylvania TV with HALOLIGHT in their own homes.

HALOLIGHT's frame of soft light around the picture relieves the harsh contrast between bright screen and surrounding darkness. That's why you can now watch television with comfort—for hours at a time.

### Precision Engineering *plus* HALOLIGHT *plus* Exquisite cabinet design

Stop in at your nearest Sylvania Dealer and see the new Sylvania models. Compare Sylvania's Movie-Clear\* picture quality . . . One-Knob UHF-VHF tuning . . . Studio-Clear\* sound and all the other outstanding Sylvania achievements. Together with HALOLIGHT they add up to the finest television you can buy.

Assure your home of thrilling TV enjoyment. Visit your nearest Sylvania Dealer *today*.

**ALL-CHANNEL  
UHF-VHF RECEPTION**  
Available in All 1953 Sylvania Models



# SYLVANIA TELEVISION

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps. Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York. See SYLVANIA'S BEAT THE CLOCK on CBS-TV—hear THE SHADOW on MUTUAL EVERY SUNDAY. \*Sylvania Trademark



Pleasant Valley, N.Y.: "Day or night, HALOLIGHT makes the Sylvania picture wonderfully clear and restful to watch." Ernest B. Liebe



Durham, N. C.: "Our Sylvania with HALOLIGHT is wonderful. Picture is as clear and sharp as a Movie. And restful, too." J. Harry Johnson



Verona, New Jersey: "Friends say our Sylvania with HALOLIGHT is easier to watch than their sets. Thrilled with our set." Mrs. E. Dobson



North Plymouth, Mass.: "Tried several other sets but Sylvania definitely best in clearness and performance. Congratulations!" Donald L. Saver



Cincinnati, Ohio: "Other sets can't compare with our Sylvania with HALOLIGHT. I'd rather own it than any other." Mrs. A. J. Comose



Spanaway, Wash.: "Excellent, bright picture. We think Sylvania with HALOLIGHT is certainly in a class by itself." Mrs. G. Grandall



Nitro, W. Va.: "Sylvania TV with HALOLIGHT adds greatly to viewing comfort. So simple a child can tune it." Rex R. White



Providence, R. I.: "The minute I saw Sylvania with HALOLIGHT I felt it would give greater pleasure and eye comfort." Mrs. C. Sorgman

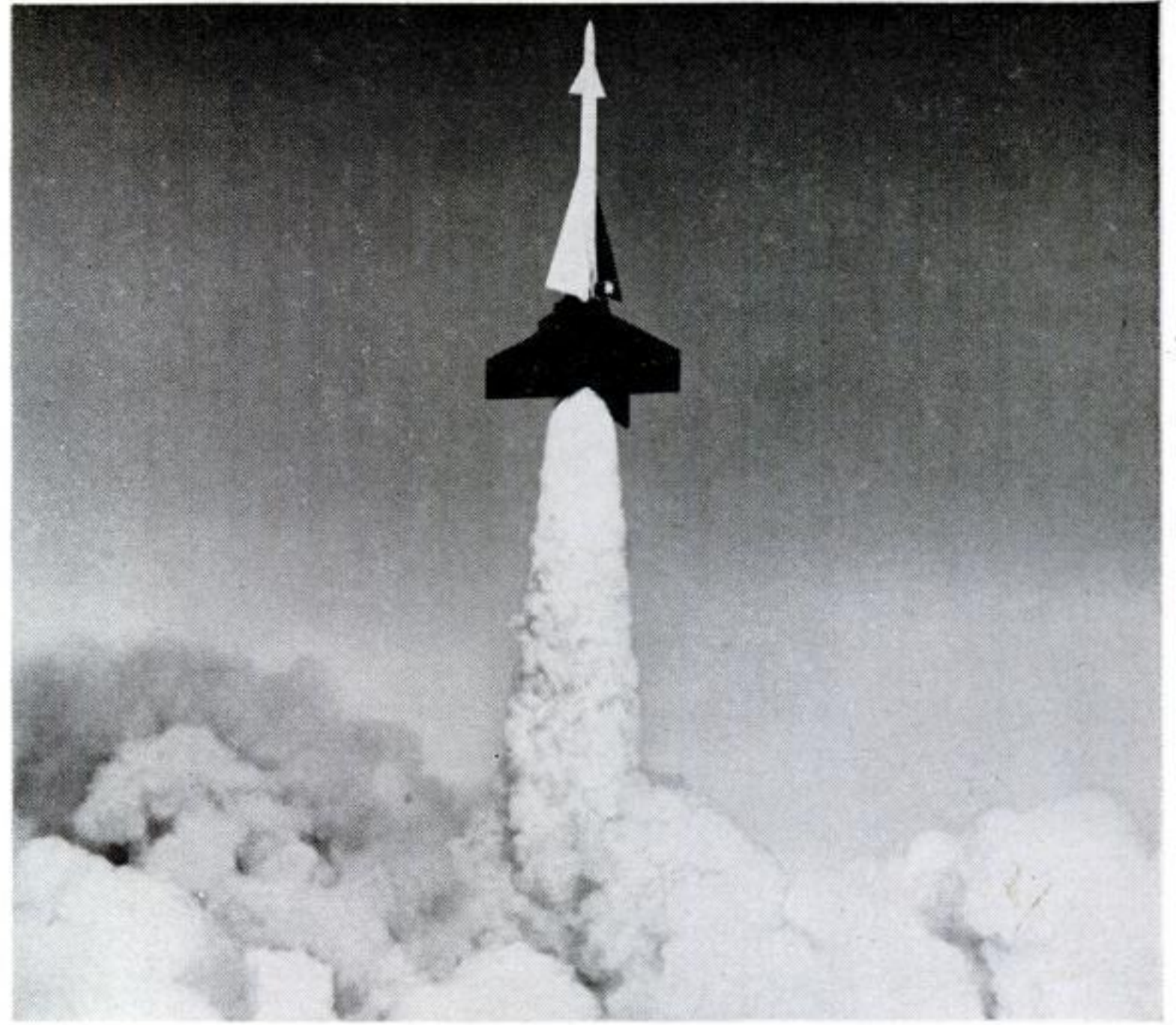


Ardsley, Pa.: "Our Sylvania with HALOLIGHT seems to enlarge the television picture and is very easy on the eyes." Mrs. E. Trenchard

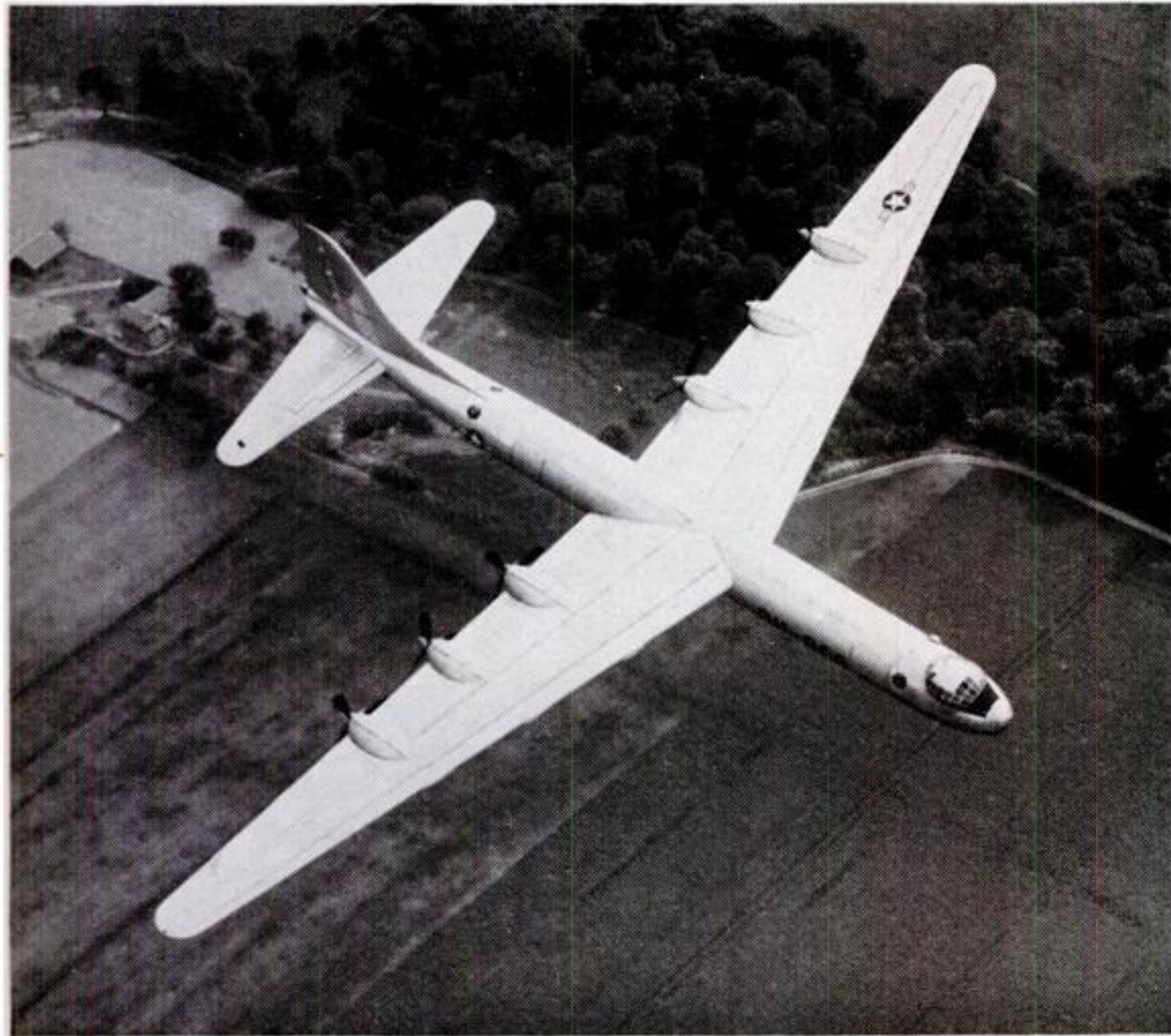




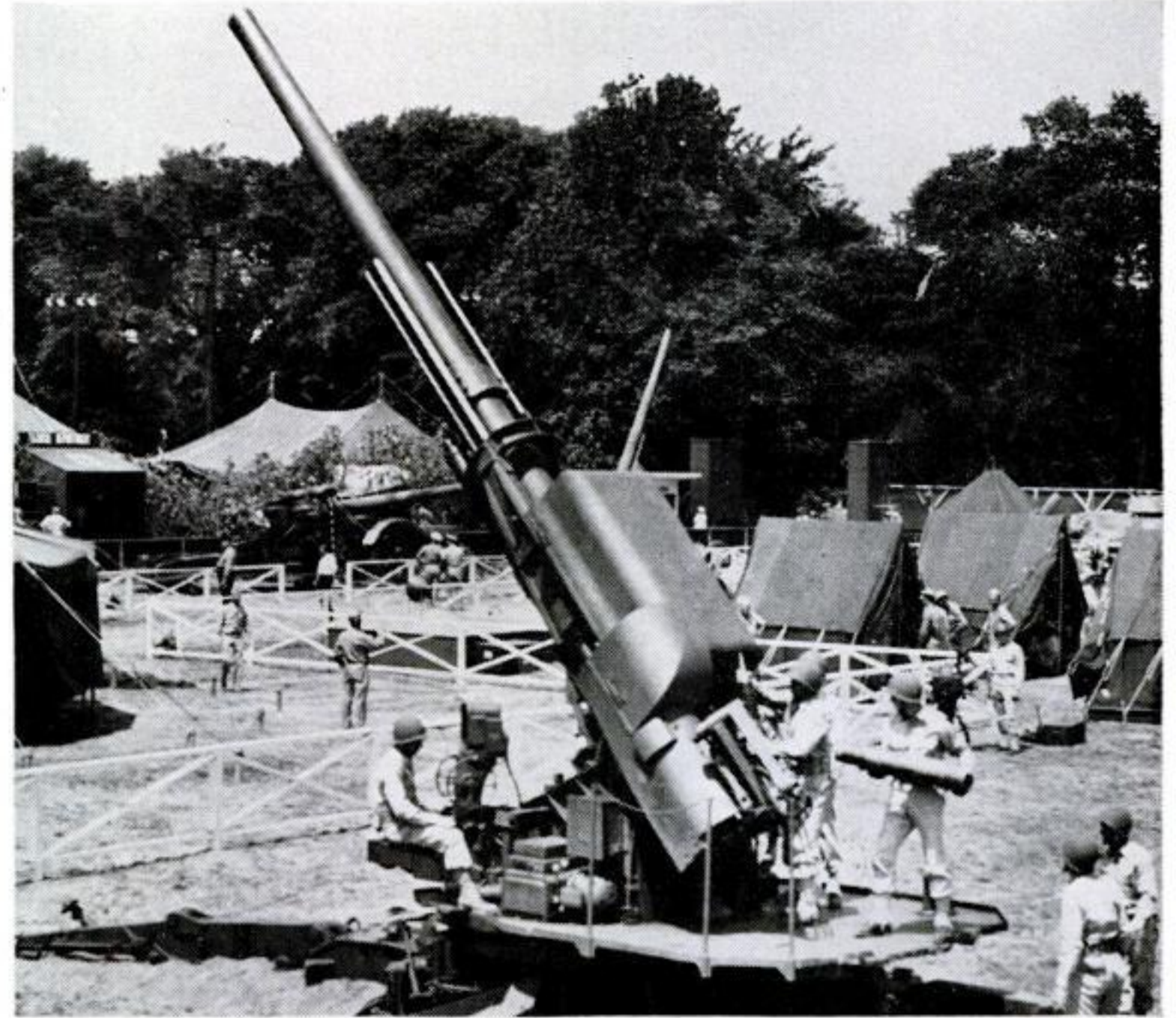
Radar fire control systems for the Navy's guns



Electronic controls for guided missiles



Radar bombing systems for the Nation's planes



Automatic firing controls for anti-aircraft guns

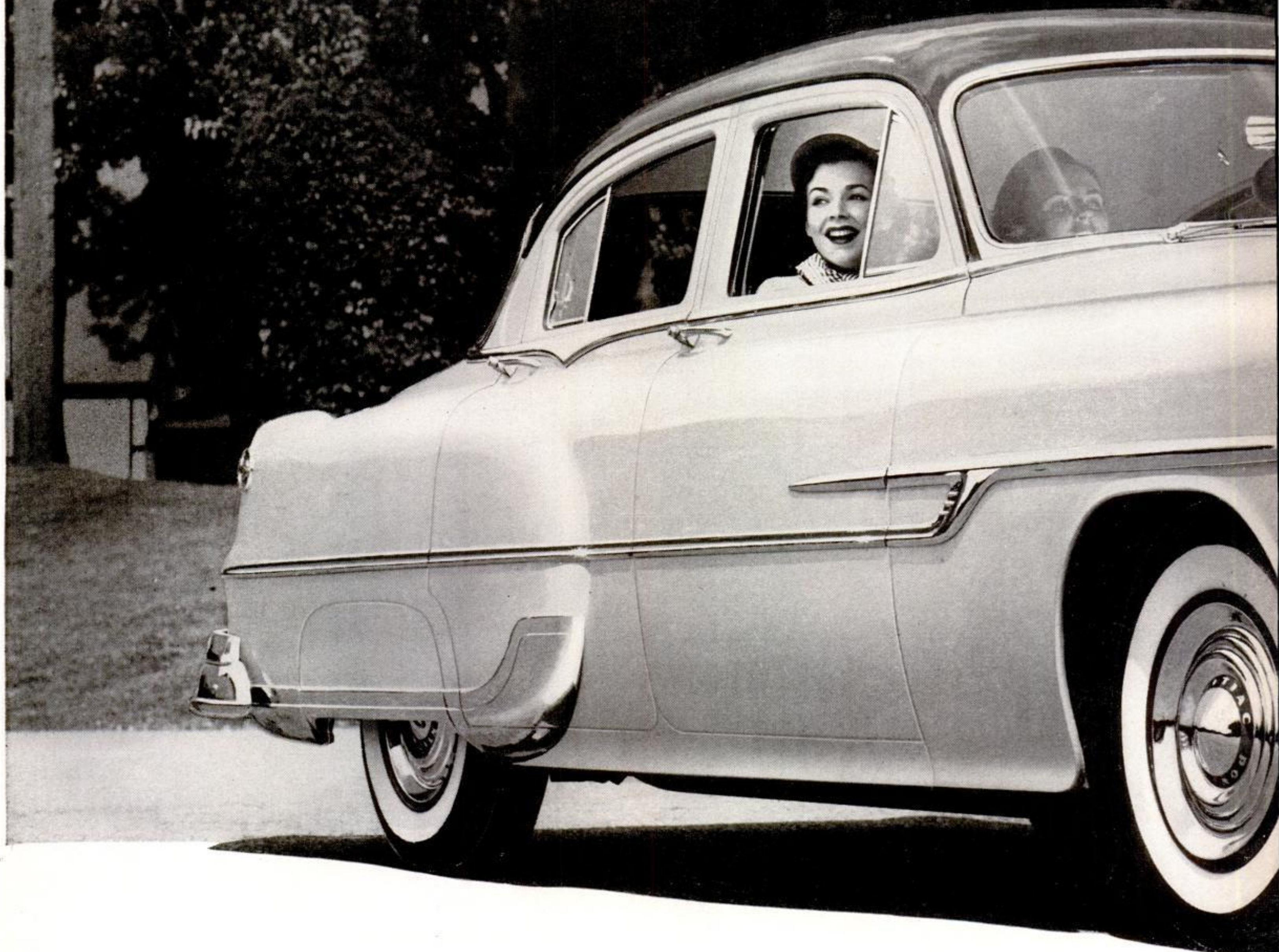
**For Safety...Security...Defense** The Bell Telephone Laboratories, the Bell System's research organization, and the Western Electric Company, its manufacturing unit, have been called upon to handle more than a hundred projects for the U. S. Department of Defense. (Four are shown above.) The projects cover research, development, engineering and manufacture, including the very important Sandia, New Mexico, project for the Atomic Energy Commission. Today, as always, the unique skills, experience and teamwork of Bell System people are at the service of the Nation.

**BELL TELEPHONE SYSTEM** . . . Local to serve the community. Nationwide to serve the Nation.





# A GENERAL MOTO



**COMPLETELY NEW "DUAL-STREAK" STYLING**

**NEW LONGER WHEELBASE**

**LONGER, LOVELIER, ROOMIER BODIES**

**NEW ONE-PIECE PANORAMIC WINDSHIELD  
AND REAR WINDOW**

**PONTIAC'S NEW POWER STEERING\***

**SPECTACULAR NEW OVER-ALL PERFORMANCE**

We have in our showrooms one of the truly great dollar values ever offered the American car buying public—the wonderful new 1953 Dual-Streak Pontiac.

This is far and away the finest Pontiac ever built—it's a bigger car, with more leg room, more hip room, more hat room. It has a longer wheelbase. It is completely new in every styling detail, inside and out. Naturally, this new Pontiac is a spectacular Dual-Range\* performer—and will be for miles and miles to come!

With all its magnificent new beauty, with all its increased size and its long list of engineering advances, this 1953 Pontiac still carries *last year's price tag!*

Come in and see the 1953 Dual-Streak Pontiac and learn first hand what a wonderful car can be yours at a price just above the very lowest.

\*Optional at extra cost.

**SEE YOUR NEAREST PONTIAC DEALER TODAY**



RS MASTERPIECE!



THE BEAUTIFUL NEW 1953



Dual-Streak **Pontiac**

DOLLAR FOR DOLLAR YOU CAN'T BEAT A PONTIAC!

DRIVE A GREAT NEW DUAL-STREAK PONTIAC!



# How You Can Lose Weight

## - and Eat What You Want!



**"It happened to me," says  
Zsa Zsa Gabor**

**No Drugs . . . No Diet . . . Results Guaranteed!** Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box (\$2.98) or your money back!

**Proved by Clinical Tests.** With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure.

**Controls Hunger and Over-eating.** When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. Ayds is guaranteed pure. Contains no drugs or laxatives.

**New Loveliness in a Few Weeks.** Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan.

*Slim the Way the Stars Slim*

★ "If you are overweight, Ayds can do wonderful things for your figure."

Zsa Zsa Gabor



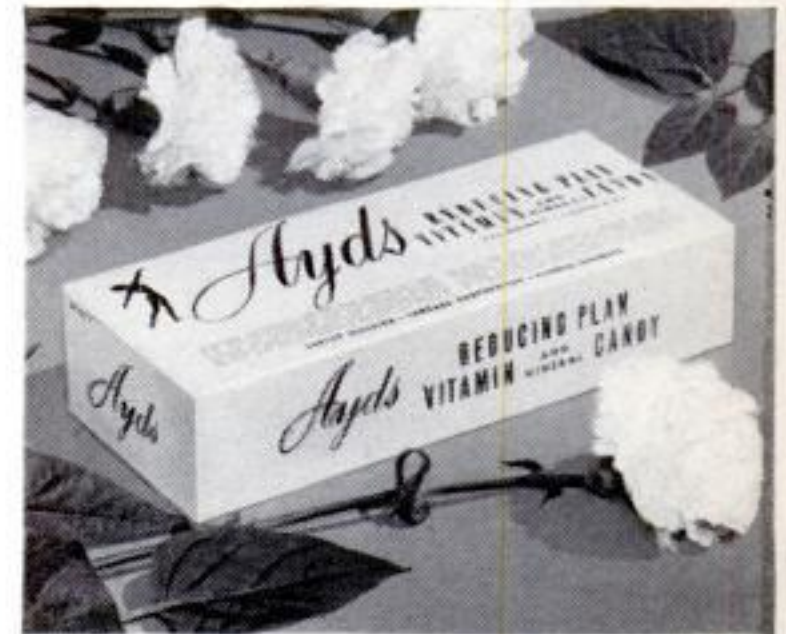
Ayds helps Zsa Zsa to keep that lovely figure. "Many of my friends here swear by Ayds," says Zsa Zsa.



Zsa Zsa studies the fashions. "I recommend Ayds to any woman who wants to keep looking youthful," she says.



Zsa Zsa with daughter Francesca. "Ayds helps you to reduce," says Zsa Zsa. "I know, because it happened to me!"



Ayds has helped many famous Hollywood stars to a lovelier figure. It can do the same for you!



# SEE THE NEW GIBSON

the only range with

*Ups-a-daisy*

**DEEP-WELL**

*cooker*

plus

*2*

*"do-all" ovens*

See for yourself how fast  
and easy you can cook on  
a Gibson electric range!

Just turn the dial and, "Ups-a-Daisy"! Up comes the deep-well cooker to become a fourth surface unit. It's a Gibson invention! And no other range—only a Gibson gives you the joy of an "Ups-a-Daisy" deep-well cooker *plus* two complete ovens. Your Gibson can do every kind of cooking job at once!

Just push a button and zingo! You get the exact type of heat you need on your surface units. From high heat for searing meat to simmer for melting chocolate—there are 7 different speeds. On top—or in the ovens, Gibson gives you *controlled* heat to make everything taste better and be better for you!

Just set the timer and off you go! Your whole meal cooks whenever you say—*automatically*. What a range! See the new Gibson quick—and start *really* cookin'!

Your dollar buys more than ever before...with a

**Gibson**

SINCE 1877



REFRIGERATORS • ELECTRIC RANGES • FREEZERS  
AIR CONDITIONERS

© Gibson Refrigerator Co., Greenville, Mich.



...of course, it's electric!

See all you get with a Gibson...

**Automatic timer**—starts and stops baking and cooking when you're not there! Appliance outlet, full-width light over work surface of super-tough, acid-resistant porcelain.

**2 "Do-All" hot wall ovens** give *even* flavor-sealing heat. One for big-meal baking, one for smaller meals. Both with smokeless charcoal-type broilers that heat quickly, broil perfectly, clean easily. Removable bottoms conceal heating units in both ovens. Heavily insulated doors *stay* tight, keep temperatures accurate—and your kitchen cool!

See your Gibson Dealer now!





# You'll say Borden's is the creamiest cottage cheese in town!

We hope you don't think one cottage cheese is just like another.

*It just isn't true.*

Borden's brings you a creamier, more tender kind of cottage cheese. And it's not too sweet, or too tart—it's just right. Blends perfectly for salads and main dishes, and the whole family will enjoy it.

And as for protein, Borden's Cottage Cheese gives you all the protein nourishment of an equal amount of finest beef.

P.S.: Good for reducing diets.

At your food store, or door.



## ELSIE'S 'SNOW CAP' SALAD

When you make Borden's Cottage Cheese the center of your salad, you can serve a hearty salad at a heartening price! This happy blending cheese is especially good with tomatoes and salmon. Delicious with tuna fish or sardines, too. For zest, top off with lemon wedges, dipped in parsley. Serve happily to the family or company—the sooner the better.

**IF IT'S BORDEN'S—  
IT'S GOT TO BE GOOD!**



**All aboard! All a-Borden's!**

**Get Borden's Cottage Cheese on Elsie's Good Food Line!**

Borden foods must be good—folks buy more food packages carrying the Borden brand name than any other in the world.





# LETTERS TO THE EDITORS

## BIG FAMILIES RETURN

Sirs:

Your article, "A Comeback For Big Families" (LIFE, Feb. 2), came as I was convalescing from the birth of our fifth child. It was a real morale booster. Most of our friends think we have holes in our heads. But I certainly don't feel harassed, a drudge or anything else resembling the Old Woman in the Shoe.

ELSIE GOSLEE

Bellefontaine, Ohio

Sirs:

In 14 years we've had eight children. We don't consider them a drag in any way. We have time for fun. We don't waste time thinking of ourselves.

MRS. HOWARD V. SIRNEY

Enon Valley, Pa.

Sirs:

We're college graduates. We believe in large families (below). The oldest is 11 and the youngest is one. There'll be another.

TED BENSON

Colorado Springs, Colo.



BIG BENSON BRIGADE

Sirs:

Your rosy picture was more than I could bear. A nervous drudge at 31, with only two children, I took a hot bath and went to bed with a lump in my throat.

MRS. J. F. MCKIBBEN

Atlanta, Ga.

Sirs:

... Possibly an indication that recent college graduates, due to deterioration of our educational standards, are no more thoughtful or educated than grammar school graduates of 30 or 40 years ago.

JUSTUS F. MUELLER

Syracuse, N.Y.

Sirs:

I was interested to see Mrs. Young baking oatmeal bread. I gave the recipe to Mrs. Young's mother years ago. I got it from my grandmother about 1895.

MRS. JOHN BOYD

St. Paul, Minn.

Sirs:

I would appreciate Mrs. Young's bread recipe.

MRS. EARL HELLER

Utica, N.Y.

● The recipe: 2 cups regular oatmeal; 1 quart boiling water; 1 cup black molasses; 1 large tbsp. shortening; 1 tbsp. salt. Mix together and let cool. Add

one cake yeast or one package granulated yeast dissolved in a cup of lukewarm water with one teaspoon sugar added. Add enough white flour so dough won't stick to hands when kneading. Cover with towel and let rise until bulk doubles. Place in greased bread pans. Cover with towels and let rise about two hours. Bake 45 minutes at 350°.—ED.

## INAUGURATION

Sirs:

Your inauguration cover (LIFE, Feb. 2) was beautiful. A real credit to photography.

NORMAN HAESE

Sleepy Eye, Minn.

Sirs:

One of Admiral Fechteler's junior officers respectfully inquires why he wore a Coast Guard officer's cap.

ENS. RICHARD D. FLEMINGS

USNTC

Bainbridge, Md.

Sirs:

Identifying 127 people in one picture was a wonderful job. So forgive me, but you reversed Vice-Admiral Merlin O'Neill, Commandant of U.S. Coast Guard, and Admiral William Fechteler, Chief of Naval Operations.

J. T. NELSON

Fort Lauderdale, Fla.



SCRAMBLED BRASS UNSCRAMBLLED

Sirs:

Beg pardon, but the handsome unidentified gentleman on Speaker Joseph Martin Jr.'s left is none other than our own Senator Herman Welker (below, right).

ALDO P. SARCHIAFONE

New Plymouth, Idaho



ZAROUBIN

WELKER

Sirs:

Where is the Soviet ambassador?

LEO J. FOGARTY

Washington, D.C.

● Soviet Ambassador Georgi Zaroubin (above, left) was misidentified as New Zealand's Ambassador Leslie Knox Munro.—ED.

Sirs:

The implication of your headline, "It Couldn't Have Happened Anyplace Else in the World," is blatantly absurd. Political power passes constantly from party to party in Oslo, Copenhagen, Canberra and London with a lot less fuss.

J. P. O'F. LYNAM

Los Angeles, Calif.

● An American president, combining all functions of chief executives in other countries, generally produces an entirely new administration when elected. Changing ministerial power in constitutional monarchies, for example, rarely means such total change in government.—ED.

Sirs:

You stated that after 12 o'clock the U.S. had no president until Eisenhower was sworn in at 12:32. The Constitution, Article XX, Section 1, provides that the president's term shall end at noon on Jan. 20 and his successor's term shall "then begin." There is no in-

consistency between this and the requirement of Article II, Section 7, that the president shall take the oath "before he enters on the execution of his office."

JAMES F. KELLY

Forest Hills, N.Y.

● But practical parliamentarians hold that if the situation arose, a president-elect could not act until he took the oath, even though the Constitution says a new president's term begins as soon as the old president's ends.—ED.

## ROUAULT

Sirs:

Many thanks for your satisfyingly lavish "Rouault" (LIFE, Feb. 2). Mr. Sargeant rightly says it takes three looks to catch Rouault's "profound poetry." A fourth look shows something still more profound.

ROGER HAZELTON

Newton Centre, Mass.

Sirs:

It's a shame Rouault didn't stuff *all* his paintings into the furnace.

DAN J. LAPINSKI

Melrose Park, Ill.

## NEW AUTOS

Sirs:

I didn't appreciate your display of lethal weapons ("Cars-To-Come Hog Limelight," LIFE, Feb. 2). People who drive sports cars are adolescents. Manufacturers who put more horsepower are guilty of intent to kill.

ALICE M. BRUES

Oklahoma City, Okla.

## CHORINE-DEB

Sirs:

I protest your sentence about the other debutantes having the show stolen from them by Tina Myers ("Chorine-Deb Comes Out at a Cotillion," LIFE, Feb. 2). You males are so gullible!

JANE H. SIMMONS

Troy, N.Y.

Sirs:

Tina Myers! Wow!

PFC. DONALD G. KANN

Ft. Hood, Texas

## HOLIDAY IN MAJORCA (CONT.)

Sirs:

Mrs. Michael Hughes (Letters to the Editors, LIFE, Feb. 2) states a hotel in Majorca charged her \$15 a day with meals, not \$6 which you reported as a de luxe rate ("New U.S. and European Styles on Beach in Majorca," LIFE, Jan. 12). This is out of line. If Mrs. Hughes sends the bill, or a copy, we shall check it. Should the complaint be justified, a refund would be made.

JOSÉ M. COLL  
Manager

Spanish Tourist Office  
New York, N.Y.

Address all editorial and advertising correspondence to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to: LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Manager, MARCH OF TIME Division, A. R. Murphy.

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

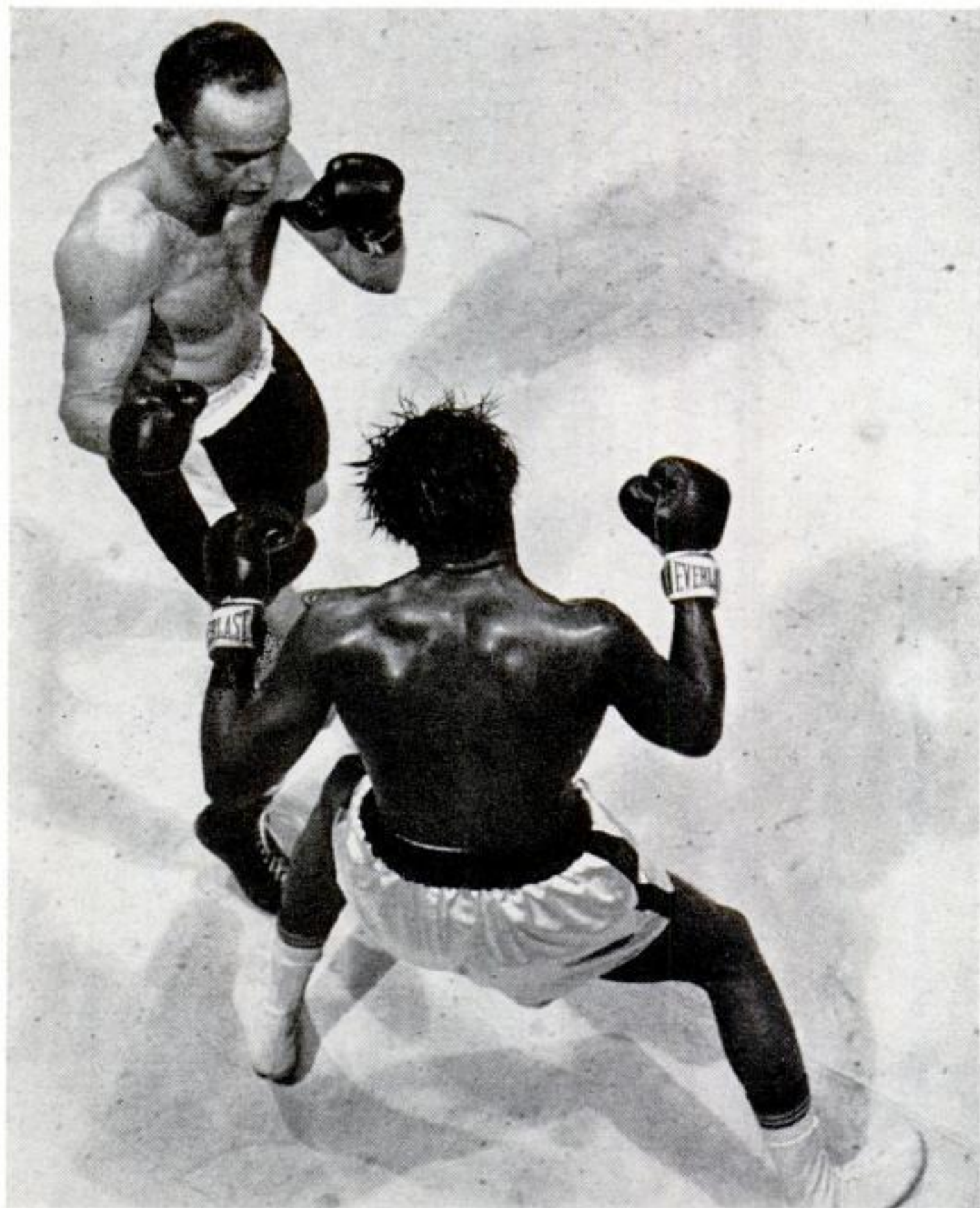
(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

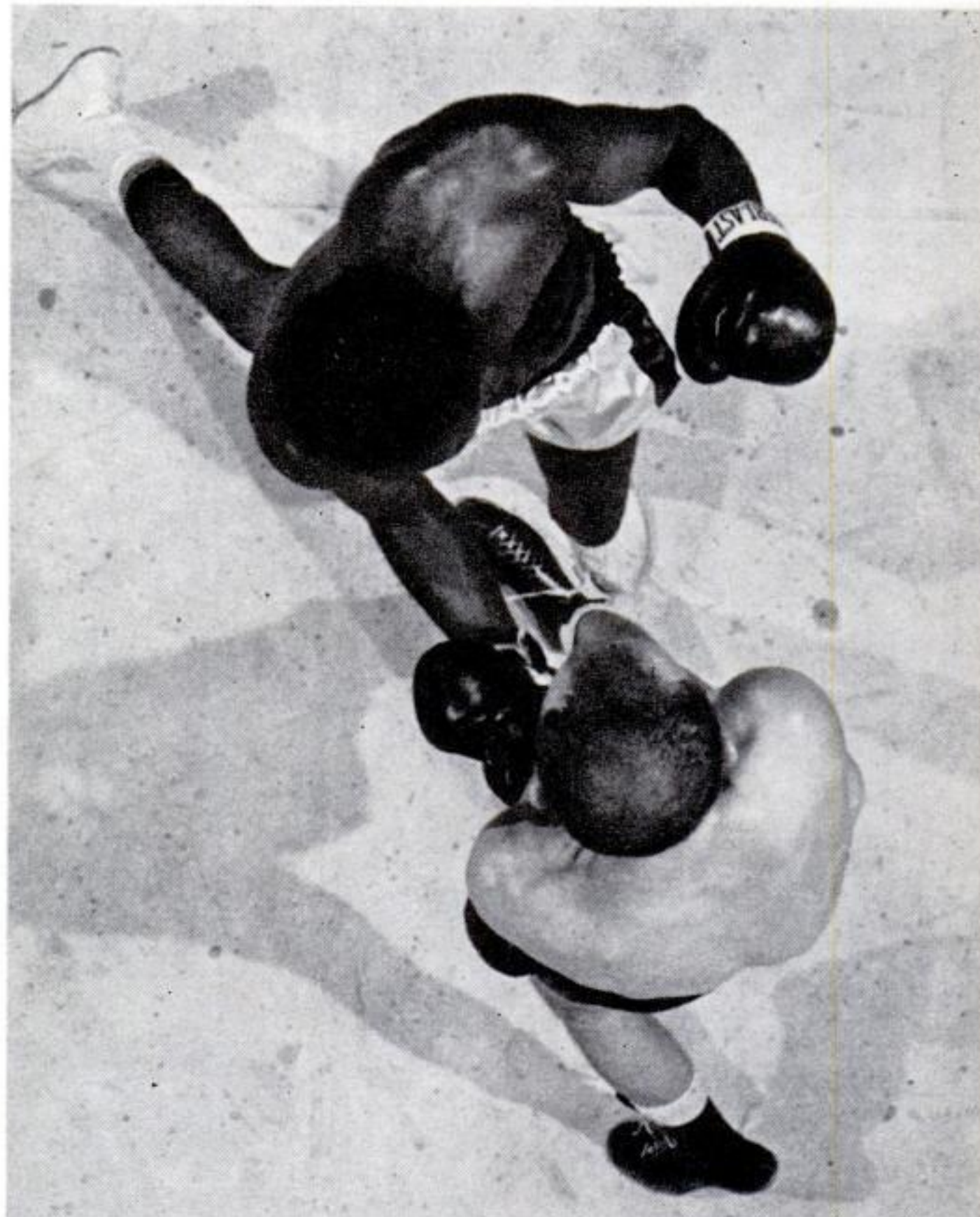
Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.

L-3408

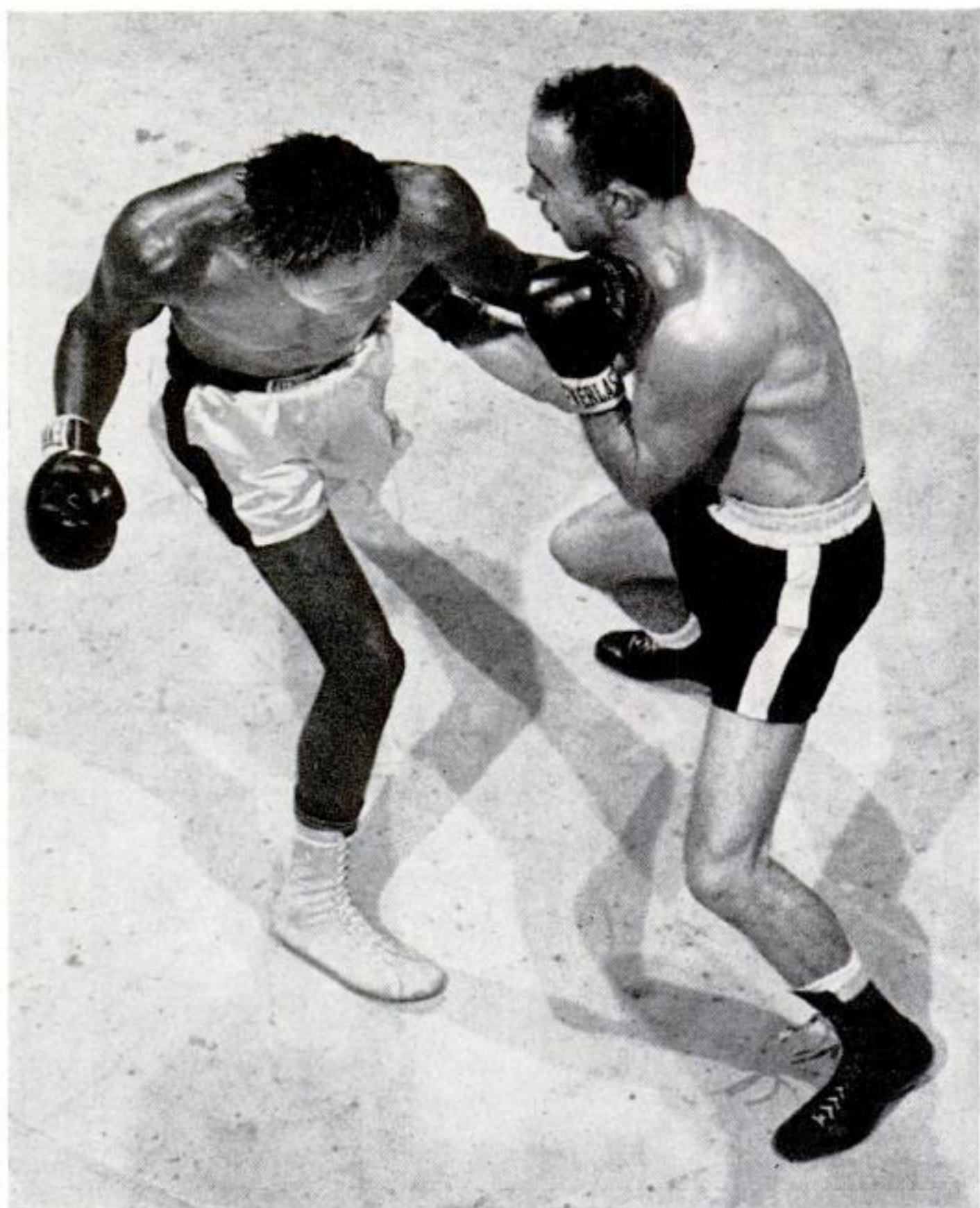




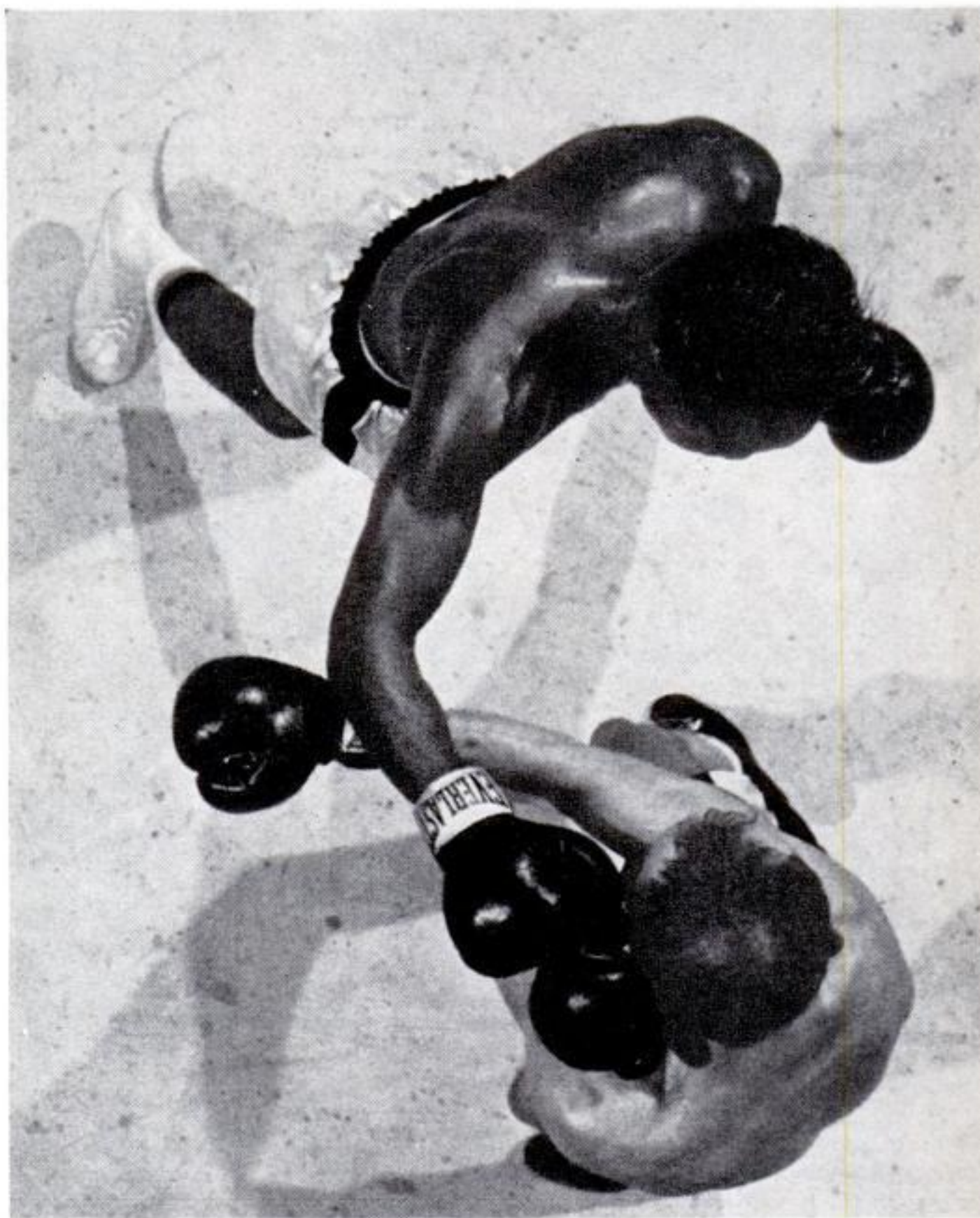
GAVILAN (FOREGROUND) AND DAVEY SPRING AND SPAR AS FIGHT BEGINS



GAVILAN'S FAMED BOLO PUNCH TO CHEST CAUSES DAVEY TO HUNCH BACK



DAVEY PARRIES LEFT HOOK AS GAVILAN KEEPS RIGHT OMINOUSLY COCKED



ARMS CROSS SWORDLIKE AS DAVEY'S RIGHT MISSES AND GAVILAN'S LANDS

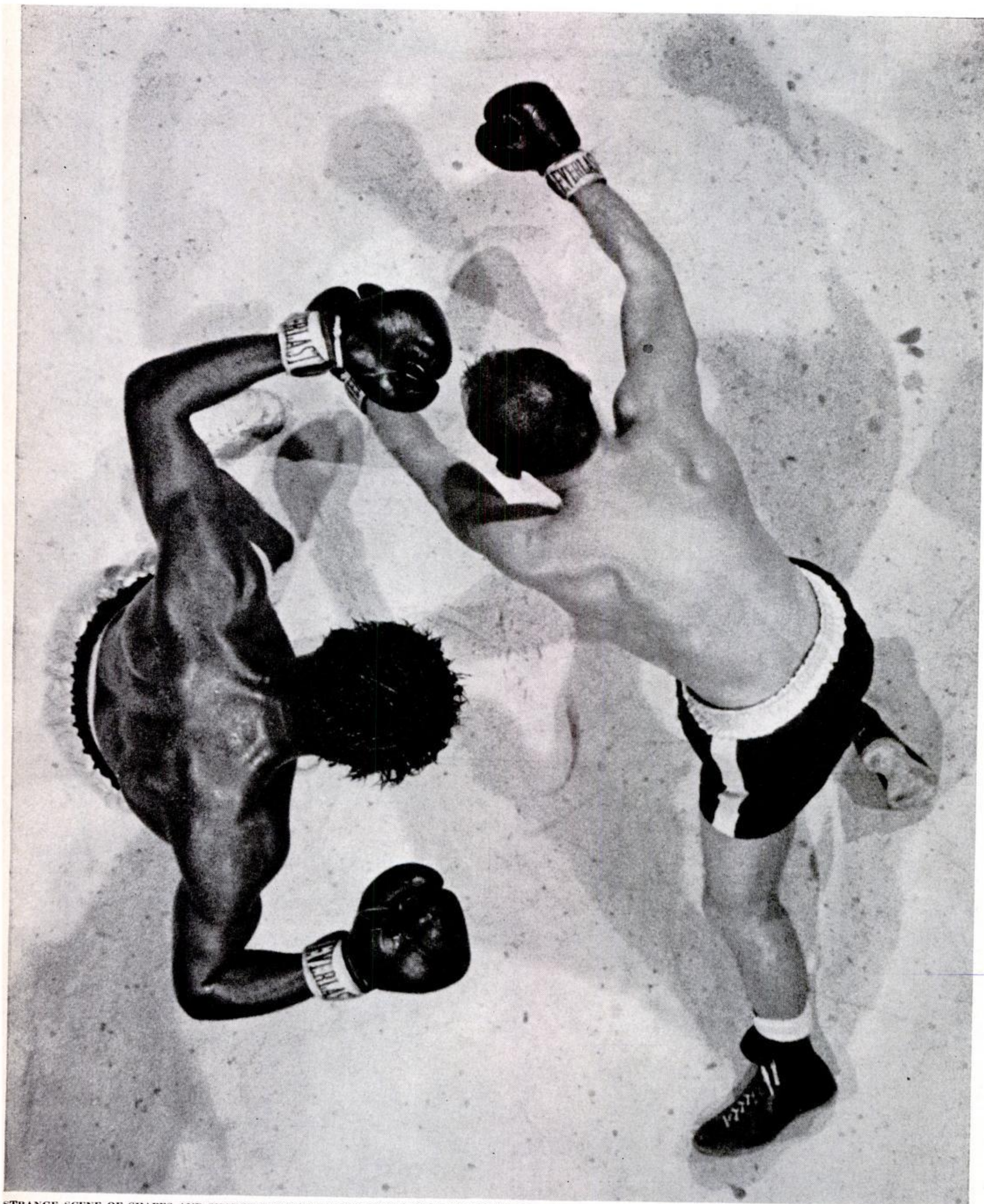


## SPEAKING OF PICTURES

... Overhead cameras give a unique look at title fight

← PHOTOGRAPHER SCHERSCHEL SETS OFF HIS CAMERAS FROM RINGSIDE





STRANGE SCENE OF SHAPES AND SHADOWS IS CAUGHT IN NINTH ROUND AS DAVEY'S RIGHT LEG BUCKLES AND GAVILAN LIFTS ARMS TO LET HIM FALL DOWN

In Chicago last week an eager college graduate named Chuck Davey challenged an efficient professional, Kid Gavilan, for the world's welterweight championship. The fight had some outstanding features—a record gate, Gavilan's furious punching flurries and Davey's college spirit—he got up off the floor four times before failing to come out for the 10th round. But the most noteworthy result was the unique set of photographs shown on

these pages. Davey's downfall was photographed by a battery of cameras placed among the lights above the ring and operated by remote control from ringside by LIFE Photographer Joe Scherschel (*bottom, left*). Whereas the action in conventional prize fight pictures is often obscured by gloves, arms and bodies, these pictures show the fighters and their blows with a classical clarity unseen by toe-level ringsiders and TV spectators.



# oh-oh! DRY SCALP!

... ISN'T THAT JUST THE WAY! A NICE GUY LETS DRY SCALP RUIN HIS LOOKS! IF I RECOMMEND 'VASELINE' HAIR TONIC... WILL HE GET IT?



## EDDIE GOT IT...

Now a few drops a day keep dry scalp away . . . and see what *that* does for his appearance! No more dull, lifeless-looking hair. No more itchy scalp or loose dandruff either. 'Vaseline' Hair Tonic supplements natural scalp oils . . . contains neither water nor alcohol . . . works *with* Nature not against it.



Hair looks better...  
Scalp feels better...  
when you check DRY SCALP with

# Vaseline HAIR TONIC

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

## LIFE

EDITOR-IN-CHIEF..... Henry R. Luce  
PRESIDENT..... Roy E. Larsen  
EDITORIAL DIRECTOR... John Shaw Billings

### BOARD OF EDITORS

Daniel Longwell..... CHAIRMAN  
Edward K. Thompson... MANAGING EDITOR  
Maitland A. Edey } ASSISTANT  
Sidney L. James } MANAGING EDITORS  
John K. Jessup... CHIEF EDITORIAL WRITER  
Charles Tudor... ART DIRECTOR  
Fillmore Calhoun, Robert T. Elson,  
Joseph Kastner, Marian A. MacPhail,  
Hugh Moffett, John Osborne,  
Philip H. Wootton Jr.

### STAFF WRITERS

Robert Coughlan, Ernest Havemann, Winthrop Sargeant, Robert Wallace.

### PHOTOGRAPHIC STAFF

Ray Mackland..... PICTURE EDITOR  
ASSISTANTS: Frank J. Scherschel, Loudon Wainwright.  
Margaret Bourke-White, Cornell Capa, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kaufman, Robert W. Kelley, Dmitri Kessel, Wallace Kirkland, Nina Leen, Thomas McAvoy, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Joe Scherschel, George Silk, George Skadding, W. Eugene Smith, Howard Sochurek, Peter Stackpole, Hank Walker.  
FILM EDITORS: Margaret Sargent, Barbara Brewster.

### ASSOCIATE EDITORS

Oliver Allen, Donald Birmingham, William Jay Gold, William P. Gray, Mary Hamman, Sally Kirkland, Kenneth MacLeish, Tom Prideaux, Marshall Smith, Claude Stanush, John Thorne.

### ASSISTANT EDITORS

Herbert Brean, William Brinkley, Earl Brown, Robert Campbell, Gene Cook, David Dreiman, Lee Eittington, Honor Fitzpatrick, Ralph Graves, Muriel Hall, Jerry Hannifin, Richard W. Johnston, Rene Kuhn, Mary Leatherbee, Patricia O'Connell, Dorothy Seiberling, Mary Lou Skinner, Margit Varga, Valerie Vondermuhll, Robert Wernick, Keith Wheeler, A.B.C. Whipple, Warren Young, David Zeitlin.

### REPORTERS

Robert Ajemian, Shana Alexander, Mary Elizabeth Barber, Margaret Bassett, David Bergamini, Vivian Campbell, Barbara Dawson, Anne Denny, Beatrice Dobie, Terry Drucker, Laura Ecker, Clay Felker, Jean Ferriss, Nancy Fobes, Nancy Genet, Robert Ginna, James Goode, Patricia Graves, Roxane Guerrero, Terry Harnan, Kay Hendry, Alice Higgins, Helen Hodges, Judith Holden, Bayard Hooper, Monica Horne, Patricia Hunt, Leon Jaroff, Patricia Johnson, Nancy King, James Lebenthal, Marshall Lumsden, Helena Malinowska, Mary Ellen Murphy, Loretta Nelson, Grayce Northross, William Fain, Eleanor Parish, Patsy Parkin, John Porter, Henriette Rosenburg, Betty Schmid, Robert Shnayerson, Kathleen Shortall, Anabel Simpson, Katharine Salter, Jeanne Stahl, Gabrielle Staub, Marion Steinmann, Henry Suydam Jr., Lucy Thomas, Alice Thompson, Virginia Unsell, Claire Walter, Margaret Williams.

### COPY READERS

Helen Deuell (Chief), Dorothy Illson, Bernice Adelson, Irraine Barry, Hilda Edson, Clara Nicolai, Suzanne Seixas, Rachel Tuckerman.

### PICTURE BUREAU

Dorothy Hoover (Chief), Natalie Kosek, Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

### PICTURE LIBRARY

Alma Eggleston (Chief), Jennie Hart, Doris O'Neil.

### LAYOUT

Bernard Quint, William Gallagher, Hilde Adelsberger, Matt Greene, Earl Kersh, Fernando Martinez, Behri Pratt, Anthony Sodaro, Alfred Zingaro.

### NEWS SERVICES

U.S. AND CANADIAN: Lawrence Laybourne (Chief of Correspondents), Irene Saint, Tom Carmichael, Jean Snow, BUREAU—WASHINGTON: James Shepley, James Truitt, Mary H. Cadwalader, Helen Fennell, William Goolrick Jr., Will Lang; CHICAGO: Sam Welles, George Hunt, Ruth Dennis, Robert Drew, George Shiras; LOS ANGELES: Ben Williamson, Frank Campion, Stanley Flink, Virginia Hobbs, Philip Kunhardt Jr., Richard Meryman Jr.; ATLANTA: William S. Howland, Coles Phinizy; BOSTON: Jeff Wylie, John Bryson; DALLAS: William Johnson, Scot Leavitt, Willard C. Rappleye Jr.; DENVER: Ed Ogle, Charles Champlin; DETROIT: Fred Collins, Edward Kern, Donald Wilson; SAN FRANCISCO: Alfred Wright, Richard Pollard, Jane Estes; SEATTLE: Dean Brelis; OTTAWA: Serrell Hillman, Byron Riggan; MONTREAL: James R. Conant; TORONTO: Robert Parker, Frank McNaughton (Special Correspondent).

FOREIGN: Manfred Gottfried (Chief of Correspondents), John Boyle, Donald Burke. BUREAU—LONDON: Andre Laguerre, Gene Farmer, Dora Jane Hamblin, Ruth Lynam, John Mulliken; PARIS: Eric Gibbs, John Jenkinson, Mathilde Camacho, Nathalie Kotchoubey, Joann McQuiston, Milton Orshesky; BONN: Frank White, Roy Rowan; ROME: Thomas Dozier, John Luter; MADRID: Piero Saporiti; JOHANNESBURG: Alexander Campbell; MIDDLE EAST: James Bell; NEW DELHI: James Burke; SINGAPORE: John Dowling; HONG KONG: Robert Neville; TOKYO: Dwight Martin, John Dille; MEXICO CITY: Robert Lubar; PANAMA: Philip Payne; RIO DE JANEIRO: Cranston Jones; BUENOS AIRES: Ramelle McCoy.

### PUBLISHER

Andrew Heiskell  
ADVERTISING DIRECTOR  
Clay Buckhout

## IT'S A FAMILY TRADITION



...the bedtime lullaby!

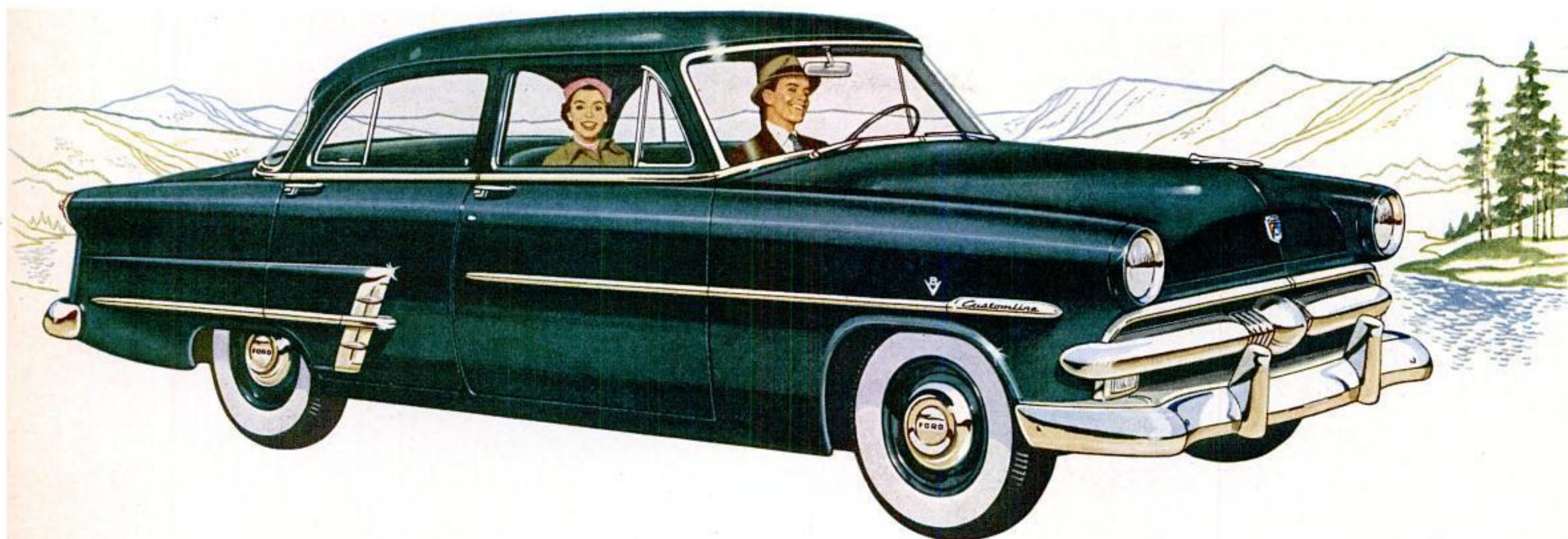


...the dependability of  
Johnson's Baby Products



When you buy cotton tips...  
buy the dependable  
**JOHNSON'S** brand!





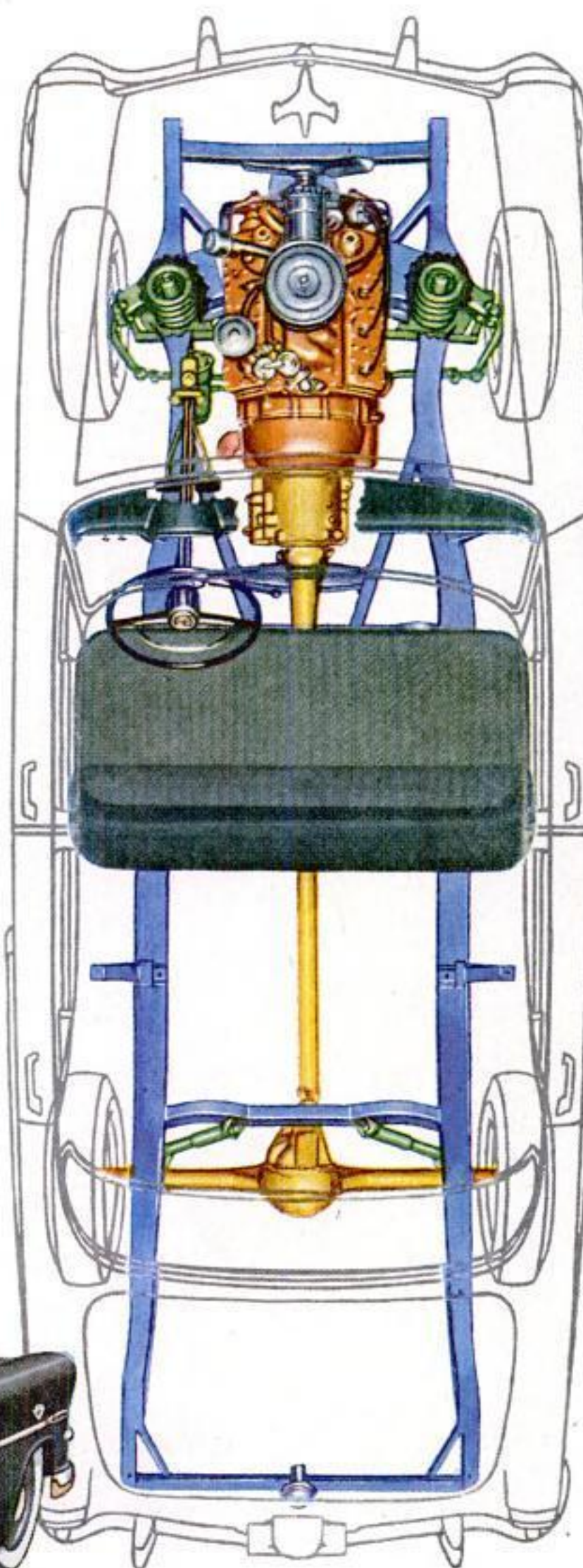
# Miracle Ride of the American Road

*It's yours in the*  
**'53 FORD**

*And it's just one of the  
 41 "Worth More" features that make  
 Ford worth more when you buy it...  
 worth more when you sell it, too!*

- If you've thought a car has to carry gas-eating extra weight and hard-to-park length for comfort, you just ought to try the '53 Ford. For here is a road-hugging ride so *level*, so *soft*, so "shock-free" you have to experience it to believe it!

With 40 other "Worth More" features, such as your choice of two engines—110-h.p. V-8 or 101-h.p. Six—Fordomatic Drive, Center-Fill Fueling, Full-Circle Visibility and Power-Pivot Pedals . . . the '53 Ford is worth more when you buy it, worth more when you sell it!



## *Facts about the Ford Miracle Ride*

### **Steady on curves**

Ford's front tread is 2 inches wider than the rear. This extra width cuts down roll on curves—makes for greater roadability on the straight-aways, too.

### **80% less road shock**

With tailored-to-model front springs, increased vertical wheel travel, improved shock absorber action, plus new rubber compression bumpers, front-end road shock is reduced up to 80%.

### **Day-long driving comfort**

Seats, both front and rear, are of non-sag construction and heavily padded with foam rubber. Automatic Posture Control "angles" front seat as you like it.

### **You ride on the level**

Variable-rate rear spring suspension and diagonally mounted rear shock absorbers act in complete harmony with the front suspension. Pitch and sway are controlled. Your ride is smooth, quiet and level.



**See it...Value Check it...Test Drive it!**

Fordomatic Drive, white sidewall tires optional at extra cost. Equipment, accessories and trim subject to change without notice.



Pepsi-Cola  
refreshes

without filling

THE MODERN WOMAN owes a lot to today's good sense in diet. She eats light, drinks light, and keeps her youthful figure longer. She looks better, feels better. Men like her better. And so does her insurance company.

For her, today's Pepsi-Cola is refreshment made to order. For Pepsi has kept in step with sensible changes in modern taste.

Dry, never too sweet, reduced in calories, it goes with all the wholesome ways of living that help make her what she is.

Enjoy Pepsi-Cola whenever you want refreshment—in the familiar economy bottle that serves two people, or the new, single-drink size, just right for one.

It's the modern, the *light* refreshment — refreshes without filling. That's why today Pepsi-Cola is more popular than ever.



Pepsi-Cola  
The Light  
Refreshment



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1953 BY TIME INC



ST. JEROME, ABOUT 400

Reduere me sup semitas mlti  
ne: ppter nomie lue. Dani 7 li  
ambulauero in medio umbr:  
mortis non timebo mala: qui  
tu metu es. Toga tua et baru  
lus tuus: ipa me colata lue.  
Parasti in colpectu meo me  
lam: aduersus eos qui tribulat  
me. Impugnasti i oleo caput  
meu: et calie meus febrilis quia  
pratus est. Et misericordia tua li  
sequetur me: omib: dieb: vite  
meae. Et ut in habite in domo  
dñi: in iogitudine dñi. psalm  
david in pma subbati  
Omnis terra et plenitudo  
eius: orbis terrarum et uniu

PORTION OF BIBLE PRINTED BY GUTENBERG

bit re glorie. Quis est iste rex  
glorie: dñs virtutu ipse est rex  
glorie. In fine psalmus david.  
Ab et dñe leuau aiam me:  
Am: dñs meus in et colu  
to no reuelat. Dñs iudicat  
me inimici mei: et qui inuolu  
it sustinuit et no coluntur. Qd  
fudatur omis iniqua agens:  
sup uacut. Qas uas dñe de  
modica mlti: et semitas tuas  
edore me. Dirige me i ueritate  
tua et doce me: qia tu es dñs fal  
tor meus: et sustinuit tota die.  
Reminiscere miserationu tua  
ru dñe: et misericordiae tuas que a  
seculo sunt. Psalmus david inuocatus



GUTENBERG, ABOUT 1460

## JOSHUA, AND HOW HE AFFECTED LIFE

Quite aside from our spiritual debt we in the publishing business owe much to the Bible. That is because the history of the Bible is, in a way, the history of printing and illustration. While preparing the Great Bibles story on pages 76 through 88 we were astounded at the immensity of the undertaking of St. Jerome, who spent much of his life in translating and putting on paper a monument of the publishing field, his Vulgate Bible. With all his work, however, he and his scribes produced only a handful of copies, and few people ever saw them.

Eventually, Bible publishers branched out into picture journalism—which is LIFE's special field. On page 79 you see how Joshua "fit de Battle ob Jericho," with various phases of the story depicted in a style not too foreign to modern picture narratives. (On page 28 we print a modern narrative by a modern artist.) This illumination (the one on page 79) is from the Bible of St. Paul's Outside the Walls which, like the Bibles from which we show other elaborate illustrations, existed in

but a single copy. In 1456, just 480 years before the first issue of LIFE, Gutenberg took a giant stride toward mass production of literary works with his movable type, his first book being significantly a Bible, of which he turned out nearly 300 copies. He was still far from mass reproduction of color pictures. He did, however, try to imitate the illuminated Bibles by adding color decorations by hand and employing big initials, as shown above, in an effort to conceal from his buyers the fact that they were getting a printed book.

It is only within the last century that photoengraving processes have been perfected so that Bibles with color illustrations can be mass-produced. LIFE, appreciative of the pioneer work done with the Bible, is happy to present some of these works of the old master illuminators with the thought that our 5,400,000 copies may enable more people to see the Battle of Jericho in one week than have seen it altogether since it was produced by an unknown artist in the 9th Century.

### CONTENTS

#### COVER

NELL OWEN, PRETTIEST U.S. SCHOOLTEACHER (SEE PP. 105-108)

#### THE WEEK'S EVENTS

- A FRENCH CHILD SEES "THE MURDERERS OF HER FATHER"..... 21
- EISENHOWER SOLVES A DIFFICULT EXERCISE PROBLEM..... 26
- REGINALD MARSH SKETCHES THE GREAT NEW YORK VICE TRIAL..... 28
- KOREAN VETERANS ROTATE BACKWARDS..... 33
- LIFE ON THE NEWSFRONTS OF THE WORLD..... 35
- THE CABINET: SECOND OF A SERIES:
- EZRA TAFT BENSON, SECRETARY OF AGRICULTURE..... 39
- ARIZONA SHOWS HOW TO BAG A BUFFALO..... 47
- ROOKIE POLICEMAN REALIZES HIS DREAM OF GLORY..... 51
- GI'S BELGIAN BRIDE RAISES QUESTION: LOVE OR THE LAW?..... 61
- ST. PAUL SEES ITS BOUNCE GIRL..... 137

#### EDITORIALS

INDOCHINA: "THE OLDEST WAR"  
LOVE AMONG THE COMMIES

#### PICTORIAL ESSAYS

- GREAT PAGES FROM GREAT BIBLES..... 76
- I WENT BACK TO GALESBURG, by CARL SANDBURG..... 111

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY  
PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

#### ARTICLE

- AMERICA AND ASIA, by HENRY R. LUCE..... 120

#### SPORTS

- OVER THE LIP ON DEAD MAN'S CURVE..... 55
- QUEBEC HOCKEY IDOL..... 71

#### MEDICINE

- A CURE FOR TWO MARYS..... 90

#### ART

- MICROSCOPIC WRITING..... 99

#### EDUCATION

- PRIZE BLACKBOARD BEAUTY..... 105

#### OTHER DEPARTMENTS

- LETTERS TO THE EDITORS..... 13
- SPEAKING OF PICTURES: OVERHEAD CAMERAS GIVE A UNIQUE  
LOOK AT TITLE FIGHT..... 14
- LIFE GOES TO A MARDI GRAS WARM-UP..... 138
- MISCELLANY: PYRENEAN PEEKABOO..... 140

IN FOREIGN COUNTRIES AND MUST NOT BE REPRO-  
DUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture  
in this issue was gathered. Where a single page is indebted to several

#### COVER—JOHN DOMINIS

- 13—RT. FRANK SCHERSCHHEL
- 14, 15—JOE SCHERSCHHEL, EXC. BOT. LT. FRANCIS MILLER
- 19—BETTMANN ARCHIVE, WILLIAM J. SUMITS, HISTORICAL  
PICTURES SERVICE
- 21, 22—THOMAS D. MCAVOY
- 23—THOMAS D. MCAVOY (2), PIERRE CHEVALIER—THOMAS  
D. MCAVOY—COMITE DU SOUVENIR DE L'ASSOCIATION  
NATIONALE DES FAMILLES DES MARTYRS D'ORADOUR-  
SUR-GLANE
- 24, 25—THOMAS D. MCAVOY
- 26, 27—MARK KAUFFMAN AND HANK WALKER
- 28, 29—DRAWINGS BY REGINALD MARSH
- 33—GEORGE SILK
- 35—INT.—A.P.
- 36—NATIONAL ARCHIVES RECORD GROUP III
- 39, 42—GEORGE SKADDING

- 47, 48—CARL IWASAKI
- 51—RT. ROBERT W. KELLEY
- 52—T. LT. ATLANTA CONSTITUTION, CEN. AND BOT. RT.  
ROBERT W. KELLEY
- 55—DEWEY M. CAMPBELL
- 57—JOE OEXLE FROM N.B.C. NEWS DEPT.
- 58—RALPH CRANE EXC. T. RT. U.P.
- 61—T. RALPH CRANE, BOT. WAYNE MILLER
- 62—CEN. GERT BAATZ—AL MARLAND
- 65—GEORG GEORGH—GUDULA PETZ FOR PUBLIC LIAISON  
BRANCH, HICOG—RALPH CRANE
- 66—RALPH CRANE
- 71, 72, 75—YALE JOEL
- 76—BETTMANN ARCHIVE
- 77—WILLIAM J. SUMITS
- 78—WILLIAM J. SUMITS COURTESY MUSEE CONDE, CHAN-  
TILLY—WILLIAM J. SUMITS
- 79—WILLIAM J. SUMITS

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P.,  
ASSOCIATED PRESS; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; U.P., UNITED

sources, credit is recorded picture by picture (left to right, top to bot-  
tom) and line by line (lines separated by dashes) unless otherwise specified.

- 80—WILLIAM J. SUMITS COURTESY BRITISH MUSEUM—  
WILLIAM J. SUMITS COURTESY MASTERS & FELLOWS OF  
TRINITY COLLEGE, CAMBRIDGE
- 81—COURTESY BIBLIOTHEQUE NATIONALE, PARIS
- 82—WILLIAM J. SUMITS
- 83—T. RT. COURTESY O. CHESTER BEATTY, BOT. JULES MES-  
SIAEN—TOURNAI
- 84—BETTMANN ARCHIVE—HISTORICAL PICTURES SERVICE  
—CULVER—CULVER, BETTMANN ARCHIVE (2)
- 85—WILLIAM J. SUMITS COURTESY MUSEE CONDE, CHANTILLY
- 86—WILLIAM J. SUMITS
- 87—COURTESY BIBLIOTHEQUE NATIONALE, PARIS
- 88—WILLIAM J. SUMITS
- 90, 93, 94—HUGH SIEDE
- 99, 102—JUN MIKI
- 105, 106—JOHN DOMINIS
- 108—JOHN DOMINIS—JOHN DOMINIS—EDWARD CLARK
- 111—LT. ALLAN GRANT

- 112, 113—OSGOOD PHOTO SUPPLY, ALLAN GRANT, OSGOOD  
PHOTO SUPPLY, ALLAN GRANT, BOT. ALLAN GRANT (2)
- 114, 115—LT. ALLAN GRANT, T. RT. OSGOOD PHOTO SUPPLY
- 116, 117—T. LT. ALLAN GRANT, RT. OSGOOD PHOTO SUPPLY
- 118—ALLAN GRANT
- 120—DUNN SHU-PI FOR CENTRAL NEWS AGENCY, U.S.  
ARMY PHOTO BY SGT. GUY A. KASSAL—DUNN SHU-  
PI FOR CENTRAL NEWS AGENCY, DEPARTMENT OF  
DEFENSE PHOTO FROM INT., OMEA—U.S. ARMY PHOTO  
BY PFC. J. K. HOLTZ (1)
- 122—U.P.
- 126—JACK BIRNS
- 131—FRANK MA
- 132—JOE SCHERSCHHEL
- 134—U.S. NAVY PHOTO FROM U.P.
- 137—FRANCIS MILLER
- 138, 139—JOHN DOMINIS
- 140—ERIKA FROM EUROPEAN

PRESS, THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE  
U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.





*Morning Noon and Night...*



# World's Most Useful Radio



## Clock-Radio

CHOICE OF FOUR COLORS...ONE LOW PRICE!



Model 546

EVERY minute of the day and night, the wonderful G-E Clock-Radio is on the job making life easier for you. Your G-E wakes you on time to music or news...even starts your morning coffee. All day long it's a sweet-playing table radio that reminds you of appointments, turns on your favorite radio programs, even turns on your TV set—automatically. And for a peaceful, unworried night, it shuts itself off and turns out your light after it lulls you to sleep. For easy living around the clock...get a G-E Clock-Radio today. The world's most useful radio...and the world's most popular—it outsells all others!

Your choice of four colors: mahogany, alabaster ivory, Persian red or porcelain white—all at the same low price!

G-E Clock Radio prices start at \$29.95 Slightly higher West and South. Subject to change without notice. General Electric Company, Electronics Park, Syracuse, New York

*Free*... TRIP TO LONDON FOR CORONATION PROCESSION...  
THREE GLORIOUS DAYS IN PARIS...  
WEEKEND WITH FRED WARING IN NEW YORK....

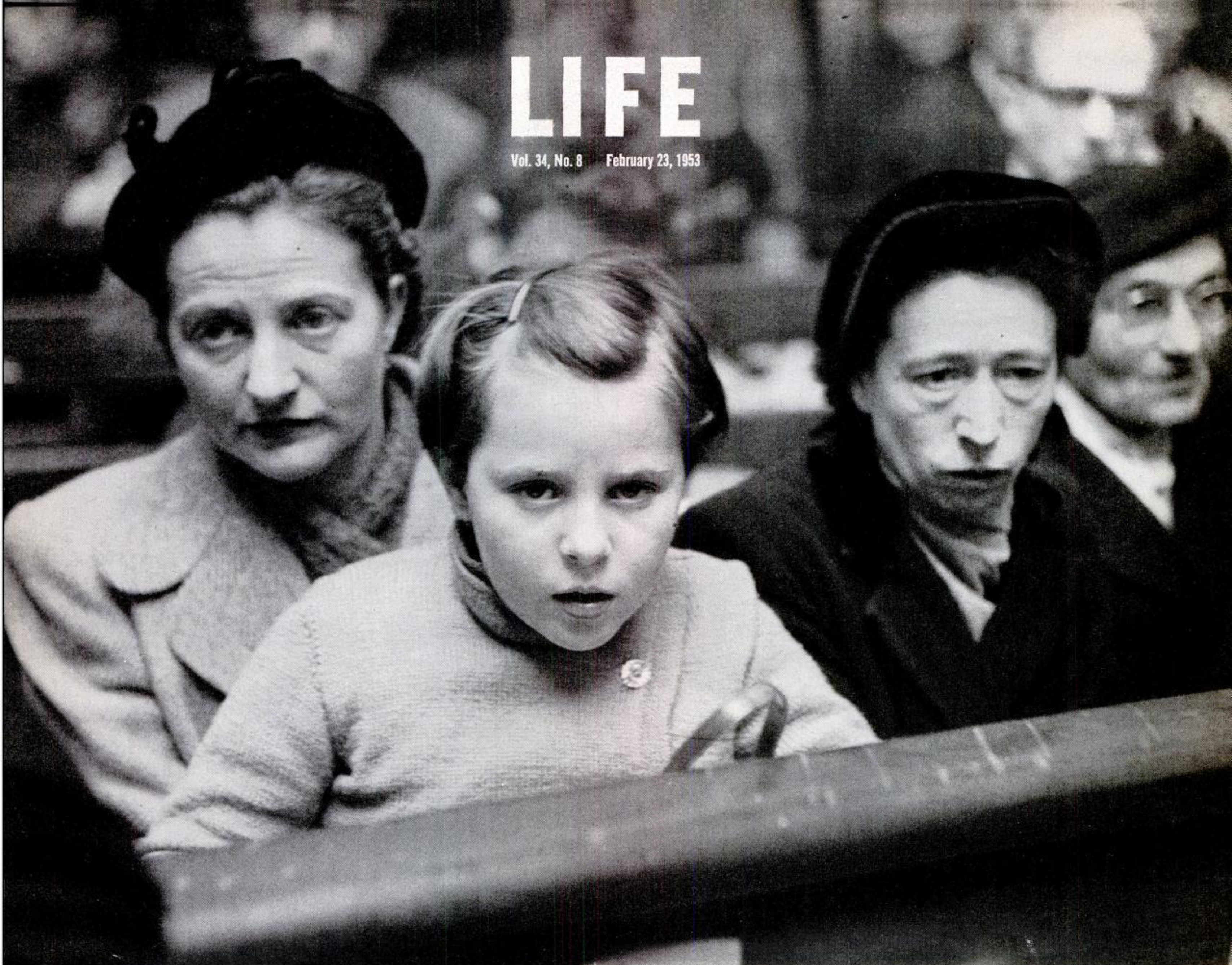
● For first 2 Winners and one companion each. All expenses paid! The trip of a lifetime! No obligation—nothing to buy! 98 other big prizes. See your G-E Dealer for Official Entry Post Card or write General Electric Co., Electronics Park, Syracuse, N. Y. Contest subject to federal, state and local regulations.

*You can put your confidence in—*

**GENERAL  ELECTRIC**







PAULE TESSAUD SITTING WITH MOTHER GABRIELLE (LEFT), A HAGGARD WIDOW OF 32, SEES TRIAL OF MEN WHO KILLED HER TOWN BEFORE SHE WAS BORN

## "THE MURDERERS OF HER FATHER..."

### OR WHAT STANDS BETWEEN FRANCE AND GERMANY

Eight-year-old Paule Tessaud was not even born when her father died. But when, in court, the judge protested that her troubled eyes were too young to see the trial of those responsible for his death, her mother protested, "I believe my child has the right to see the murderers of her father." This incident seemed to reflect the bitterly distrustful memory that sickened all of France last week. At last, eight years and eight months after the event, the judicial machinery of France had roused itself to deal with 21 former German soldiers who, in the village of Oradour-sur-Glane, had taken part in the frantic and meaningless mass murder of 207 children, 245 women and 190 men, among them Paule's accountant father.

In the beginning that wartime massacre had cried out, very simply, for vengeance, and the

French had kept bitterness fresh by making a shrine of the blackened shell of the village near Limoges. But as the month-long trial ended last week, there were complications which endangered the rebuilding of Western Europe, set Frenchman against Frenchman, and left the nation with a frustrated suspicion that, even so late, justice had still been cheated. Old fears and hatreds of Germany, raked up by the trial, seemed to increase the French Assembly's reluctance to become Germany's partner in a European army. Fourteen of the defendants were themselves French (Alsations, all but one of whom had been drafted into the German army), and the spectacle of French criminals lumped with Germans so incensed deputies from Alsace that they talked of quitting the Assembly. And France had to face the

fact that the most vicious of Oradour's slayers had escaped. The officers who had ordered the massacre were dead or unreachable, as were most of the Third Company, *Der Führer* Regiment, *Das Reich* SS Division, who carried it out. France could only enter the names of 44, believed to be fugitives in Germany, and try them *in absentia* with the second-string murderers it had been able to bring to the dock.

The judge, Marcel Nussy-Saint-Saëns, nephew of the great French composer, tried to keep the muddled issues clear. This, he said, was not a trial of one part of France by another. Nor was it a trial of Germany. It was a trial of individuals for their individual crimes. He had the support of a survivor who said, "On that day there were no Alsations or Germans. They were all alike and all did the same things."

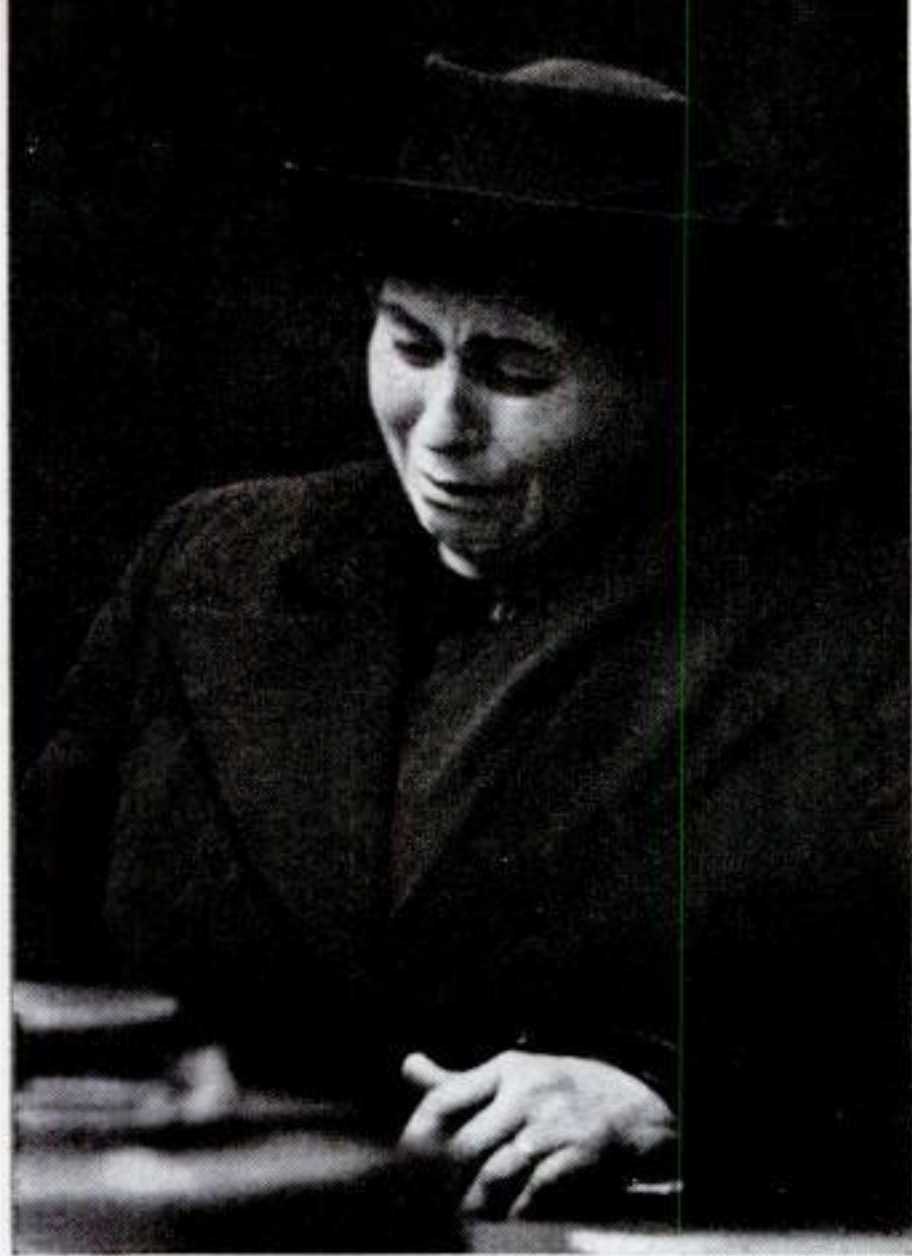




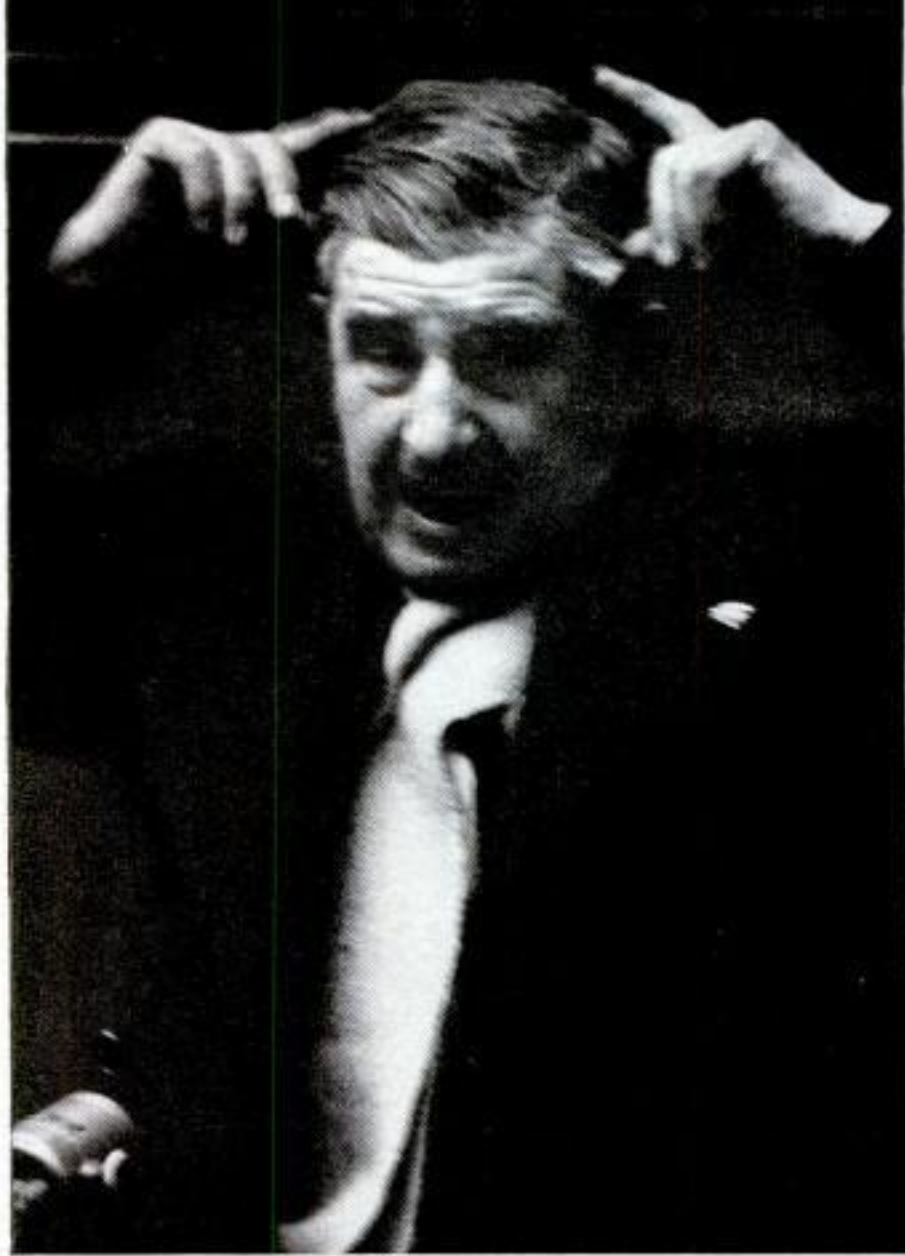
**THE RUINED CHURCH** stands open, a pilgrimage for tourists. Lump (*foreground*) is bell which melted as fire consumed victims, many still screaming.

Grenades exploded over missing stone in altar steps, and nearby (*at right*) is baby buggy. One woman, Mme. Rouffanche, escaped by center window (*rear*).





**SHE LOST** 13 members of her family, says weeping Maria Demery who, at home on a farm outside town, was missed in German search. Her two sons were caught in the school and killed in massacre.



**HE SAW KILLING** of his partner-motorman on a streetcar which reached Oradour during massacre and was sent back. "His skull was cut this way . . . it was all open and blood was pouring out."



**SHE ESCAPED** from the burning church, though wounded five times in legs, says Marguerite Rouffanche. Dry-eyed in grief, she asks "only justice" for death of two daughters, son, husband, grandson.

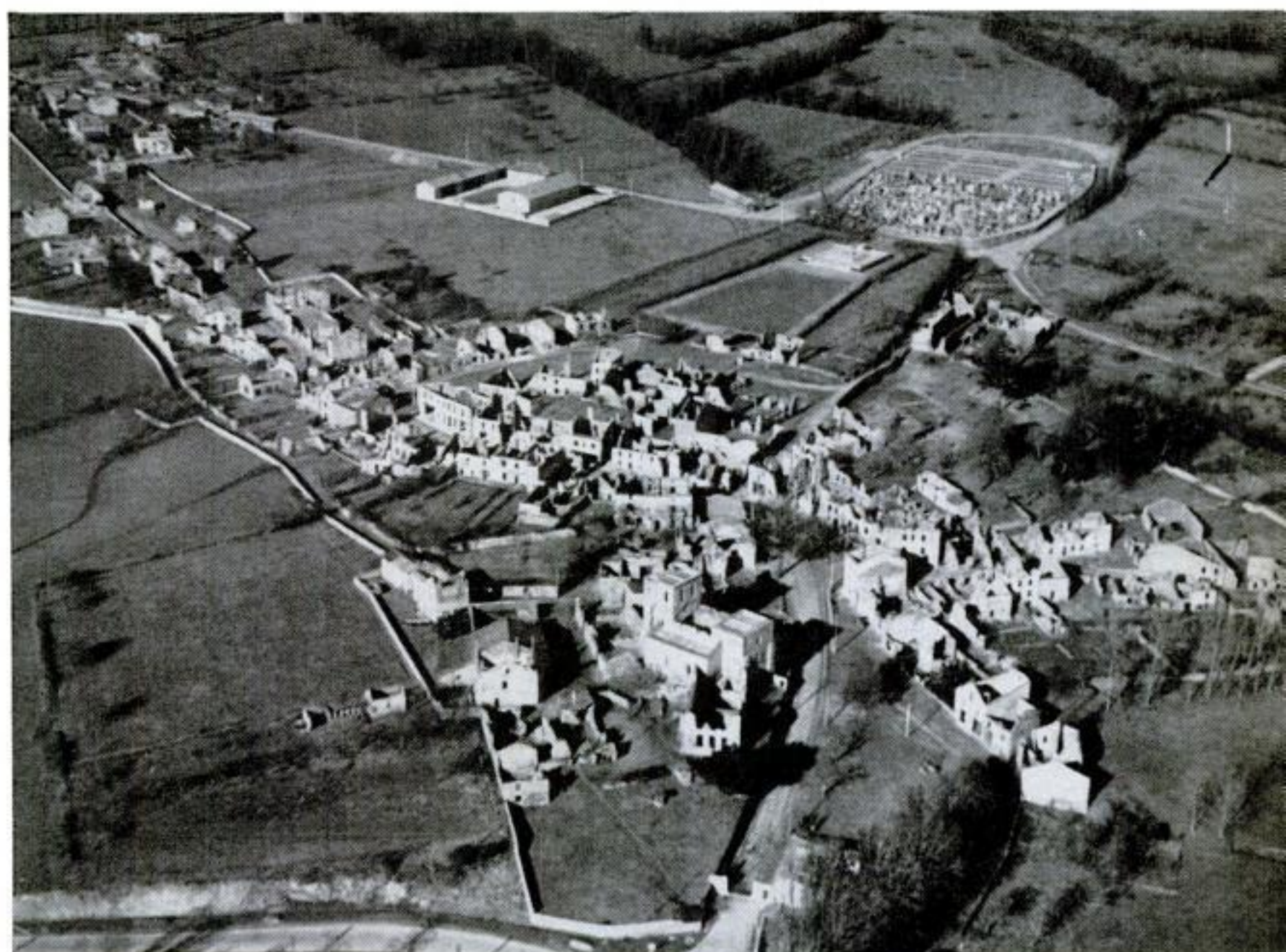
## ACCUSERS TELL HOW TOWN DIED



**DEFENDANT'S HANDS WRITHE**

The massacre at Oradour occurred June 10, 1944, when the Germans, on the way to the beachheads four days after the Allies invaded Normandy, rounded up the people of the village. Hardly listening to the mayor's denial of a false charge of hiding arms, the German commander ordered the village's men driven into barns, the women and children into the church. First the men were mowed down by machine guns, so swiftly that five of the first to fall wounded were covered by other

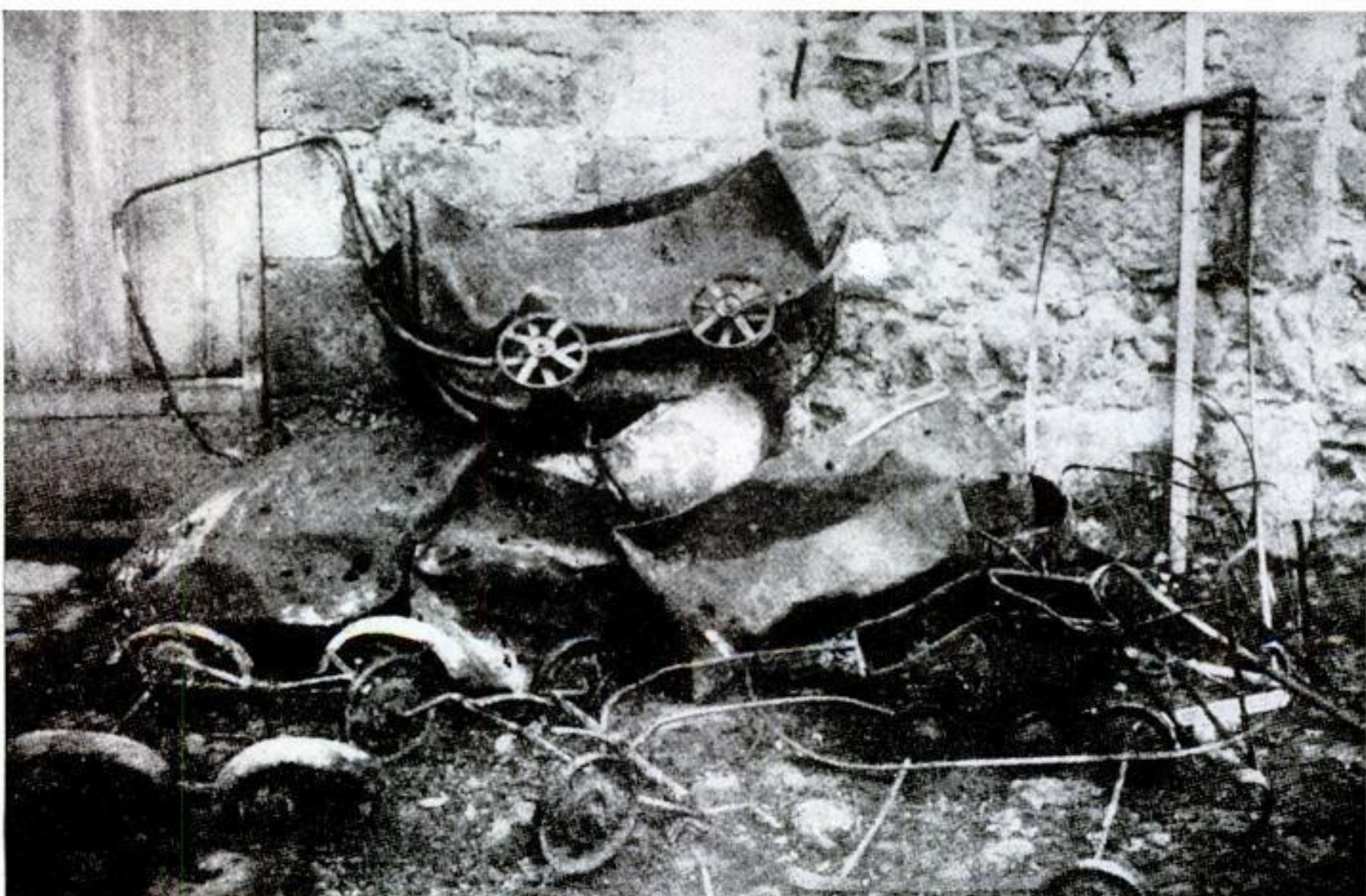
bodies and survived to testify. Other villagers, coming unaware in a streetcar from Limoges, had an odd escape when the Germans turned them back. The most damning witness was Mme. Rouffanche, who managed to crawl through a window to safety. A woman who had "cried so much she no longer has a tear left in her body," she described how the Germans had exploded grenades to put the people in panic. "The Germans began shooting," she went on. "I saw my daughter's throat cut by bullets. When they set fire to the bodies I hid behind the altar. As I fled, I turned once to see my daughter, with others, all wounded, being burned alive."



**SKELETON OF ORADOUR** stands as memorial. It once harbored 700 inhabitants. today is peopled only by one watchman and full cemetery (upper right).



**A CITIZEN** was photographed on second day after the massacre. Few such bodies could be identified.



**BABY BUGGIES**, bullet punctured and burned, provided mute evidence at trial. Detail of Germans

came back after massacre to try to conceal evidence but much still remained when a photographer came.





ALL BUT ONE PUPIL in Oradour schools have names on tablet memorializing dead. One survivor

of 153 children is Roger Godfrin (left), then 7, who ran because mother had warned him of the *boche*.



DEFENDANT IN COURT, Alsatian George Boos, denies knowing anything of baby's body which was

found charred in the iron stove (foreground). Hats on table belong to the officers of the military court.



KILLER Lenz, who was sentenced to death, sobs as witnesses tell how their families were wiped out.

## JUSTICE DONE, BUT TOO LATE TO HELP

The accused faced their accusers, each in his fashion. Karl Lenz, who as a master sergeant was the highest ranking German on trial, wept as his deeds were retold. But George Boos, the only Alsatian who had volunteered for the SS rather than be impressed into it, stayed tough and defiant. He quailed only a little when witnesses told how he herded escaping women back to death. The defendants called themselves mere helpless bystanders or said they killed only under orders.

Their protests were weighed against Oradour's ruined schools, a single surviving pupil, stoves once stuffed with bodies and the mass graves where they are now buried. It seemed so manifestly absurd that the judge snapped out his disbelief. Finally the witnesses finished reliving Oradour's agony. The court, reporting at 2:15 a.m. to minimize the danger of protest demonstrations, handed down its verdict: acquittal for one German; death for Lenz and Boos; 10 to 12 years for the other five Germans and five to eight years for the remaining 13 Alsatis; death sentences—ironic and unenforceable—for 43 of those tried *in absentia*.



JUDGE Marcel Nussy-Saint-Saëns, a civilian, sat as the presiding officer over the military court.





LES ANCIENS MEMBRES  
ET D'AMITIÉS  
DE LA FAMILLE  
BICHARD  
MORTS EN 1944

A la Mémoire de nos Chers Parents  
E. BICHARD  
YVETTE CROUZ  
Morts le 10 Juin 1944

SOUVENIR  
FLORENCE BICHARD  
YVETTE BICHARD  
MORTS EN 1944  
REGRETE

U.F.F.  
LA ROCHE-SYON

A LA MEMOIRE DE  
MARIE LOUISE CANTROT  
ET DE  
FERRAND GARRIGUES  
DE RANTILLER  
Morts le 10 Juin 1944

A la Mémoire de nos Martyrs  
MARTIAL GARRAUD  
M<sup>me</sup> HENRI MOSNIER  
M<sup>me</sup> JEAN RIBIERE  
M<sup>me</sup> GARRAUD  
10 JUIN 1944  
Priez pour Eux

A LA MEMOIRE DE  
ANDRE CLAVAUD  
MICHEL FOREST  
Morts le 10 Juin 1944





**THROUGH THE FENCE** pedestrians peer while an amateur and LIFE's Kauffman (*right*) take pictures.

## IKE FINDS A FAIRWAY

**A golf-playing President solves a difficult problem of exercise**

Exercise can be a mighty problem for a busy President of the U.S. If you happen to be a swimmer, you can build a White House pool as F.D.R. did. If you are a bowler and walker, you can build a bowling alley as Harry Truman did and pace the city streets. If you are sedentary, you can install an electric horse as Coolidge did. But Eisenhower is a golfer.

A few days ago, looking out the window, the President's eyes fell on what others have always thought of as the south lawn of the White House but which his golfer's eye instantly re-identified. Shortly, White House passers-by were startled. An amateur photographer poked his camera through the fence. LIFE Photographers Mark Kauffman and Hank Walker were going past. They looked also, and with a telescopic lens took the first close-ups of the conversion into a golfing range of a famous plot of grass heretofore reserved for uses no more strenuous than Easter egg-rolling—and of Eisenhower following through with a medium iron.



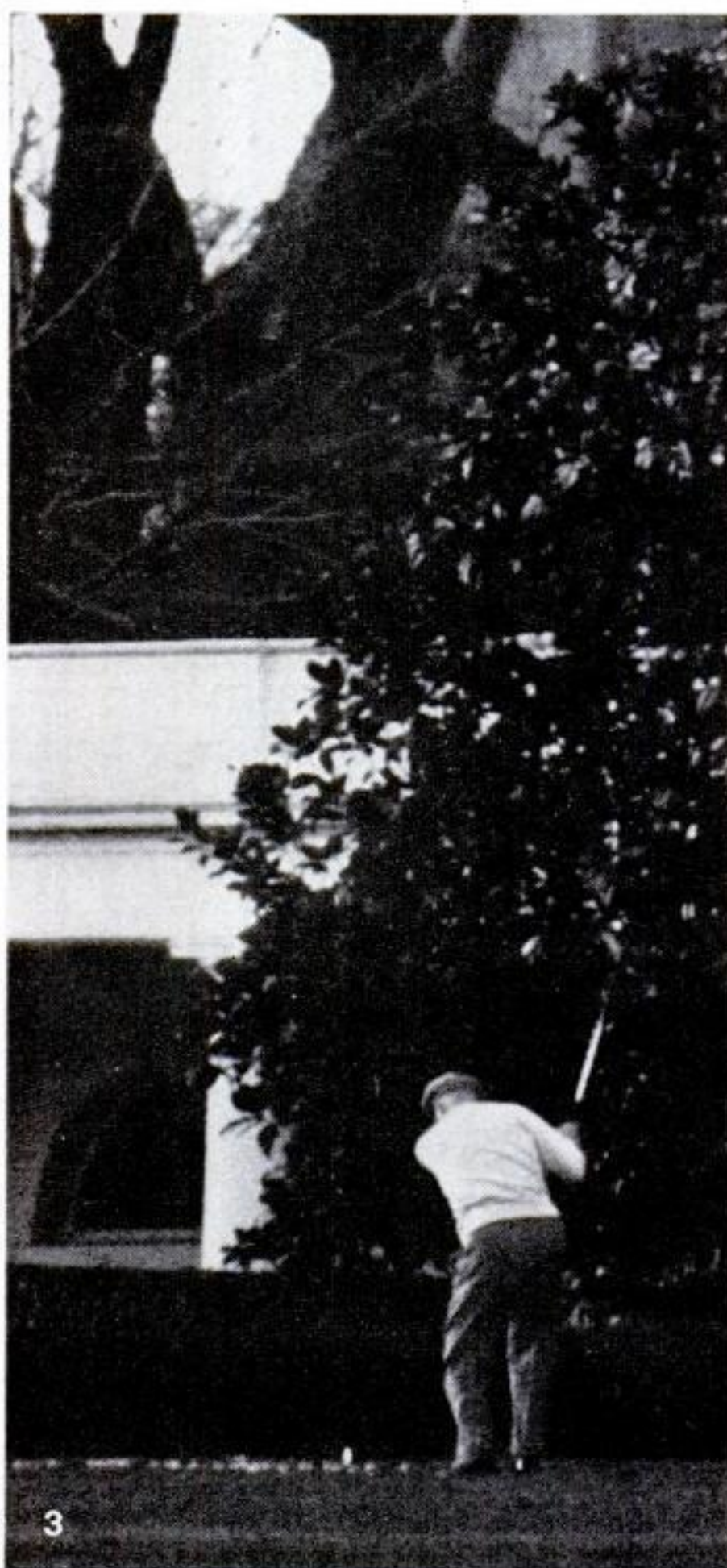
**PRESIDENT TEES UP NEAR FAMOUS ROSE GARDEN**



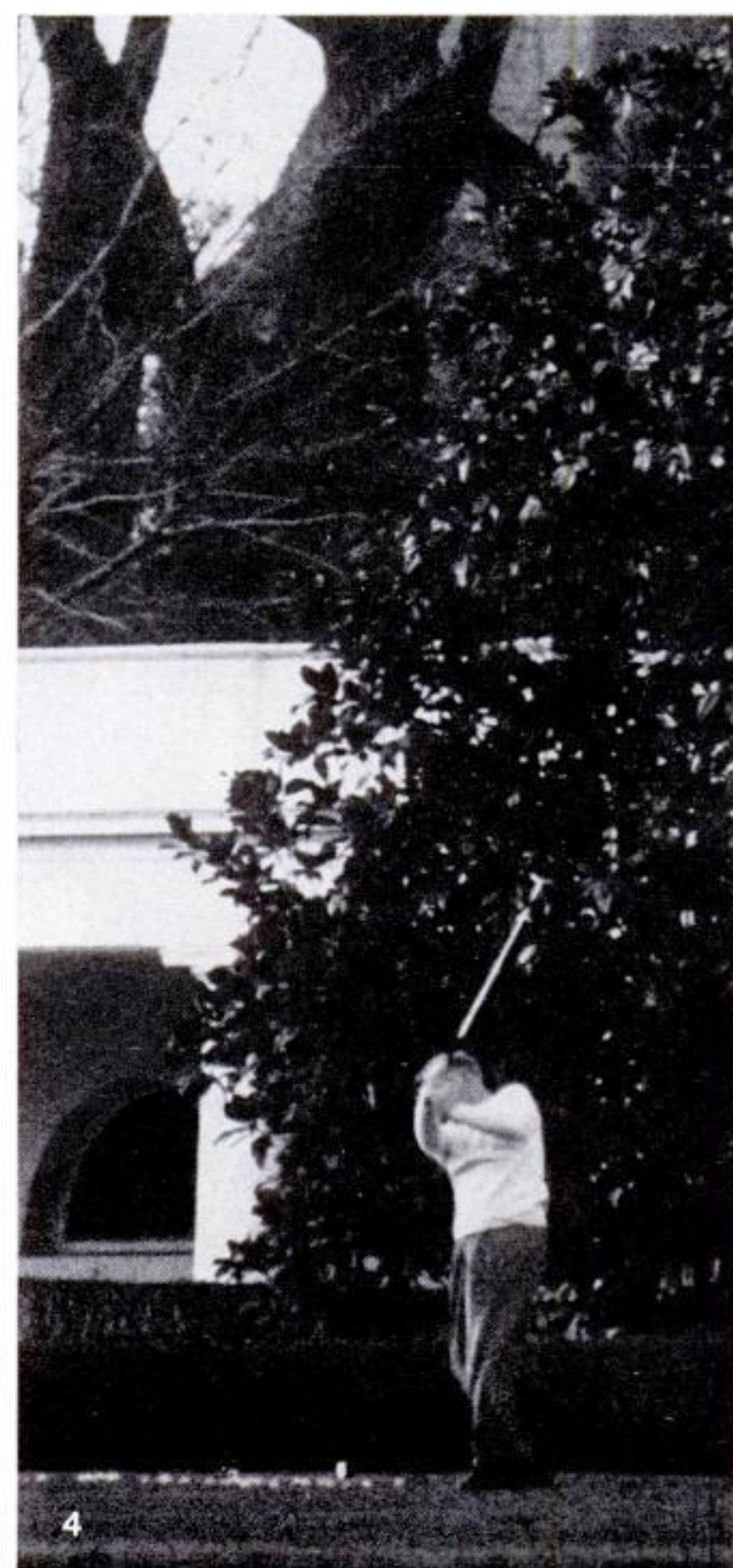
**SWEATERED AND CAPPED, IKE CHOOSES A BALL**



**HE MOVES THE BALL INTO POSITION FOR A SHOT**



**WRISTS COCKED, CLUB HIGH, HE BEGINS SWING**



**HE FOLLOWS THROUGH — LAWN RUNS 250 YARDS**





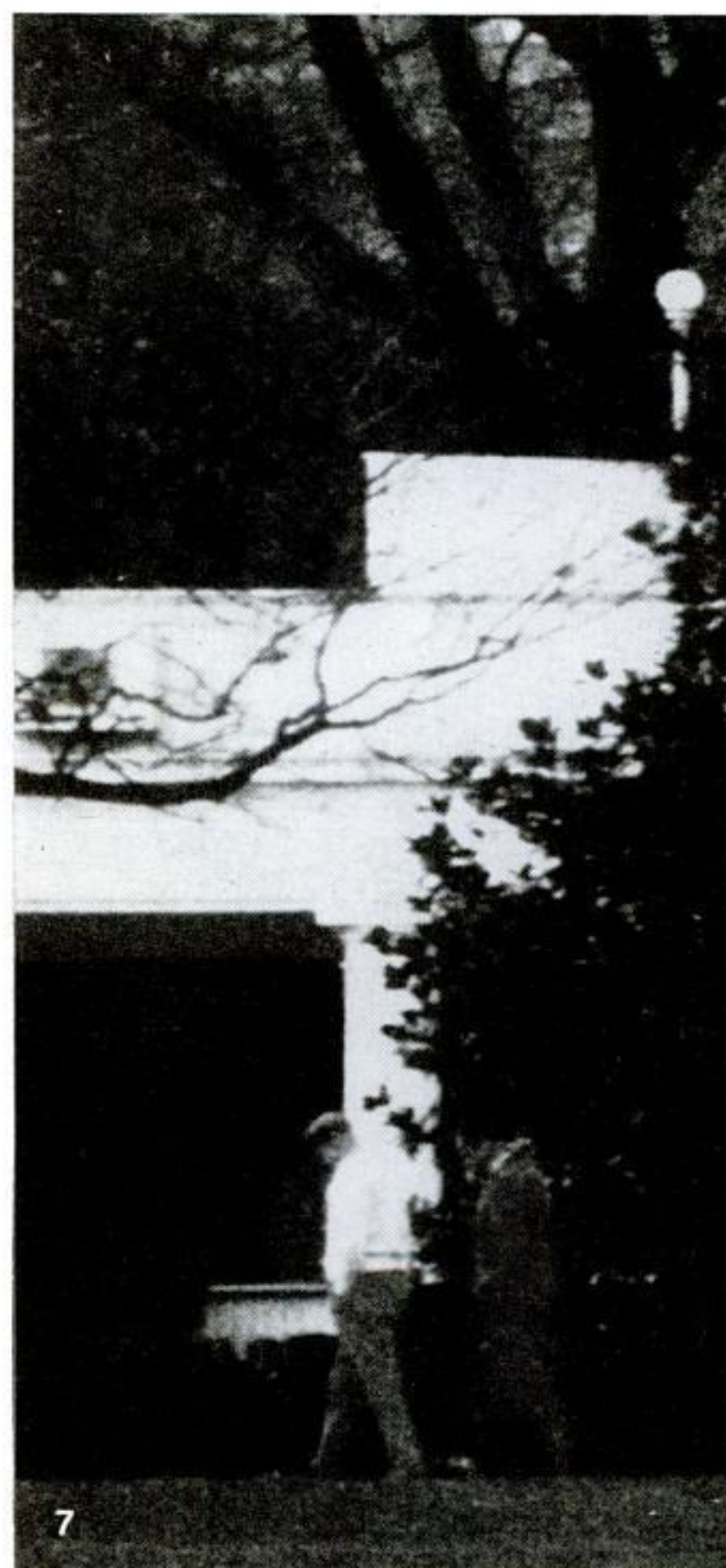
5

THE PRESIDENT MAKES A 75-YARD APPROACH SHOT. HIS VALET CADDIED, RETRIEVED THE BALLS



6

AFTER 55 MINUTES HE IS READY TO QUIT PLAY



7

TRAILED BY AIR FORCE AIDE, HE LEAVES RANGE





R.  
marsh



# THE GREAT VICE TRIAL

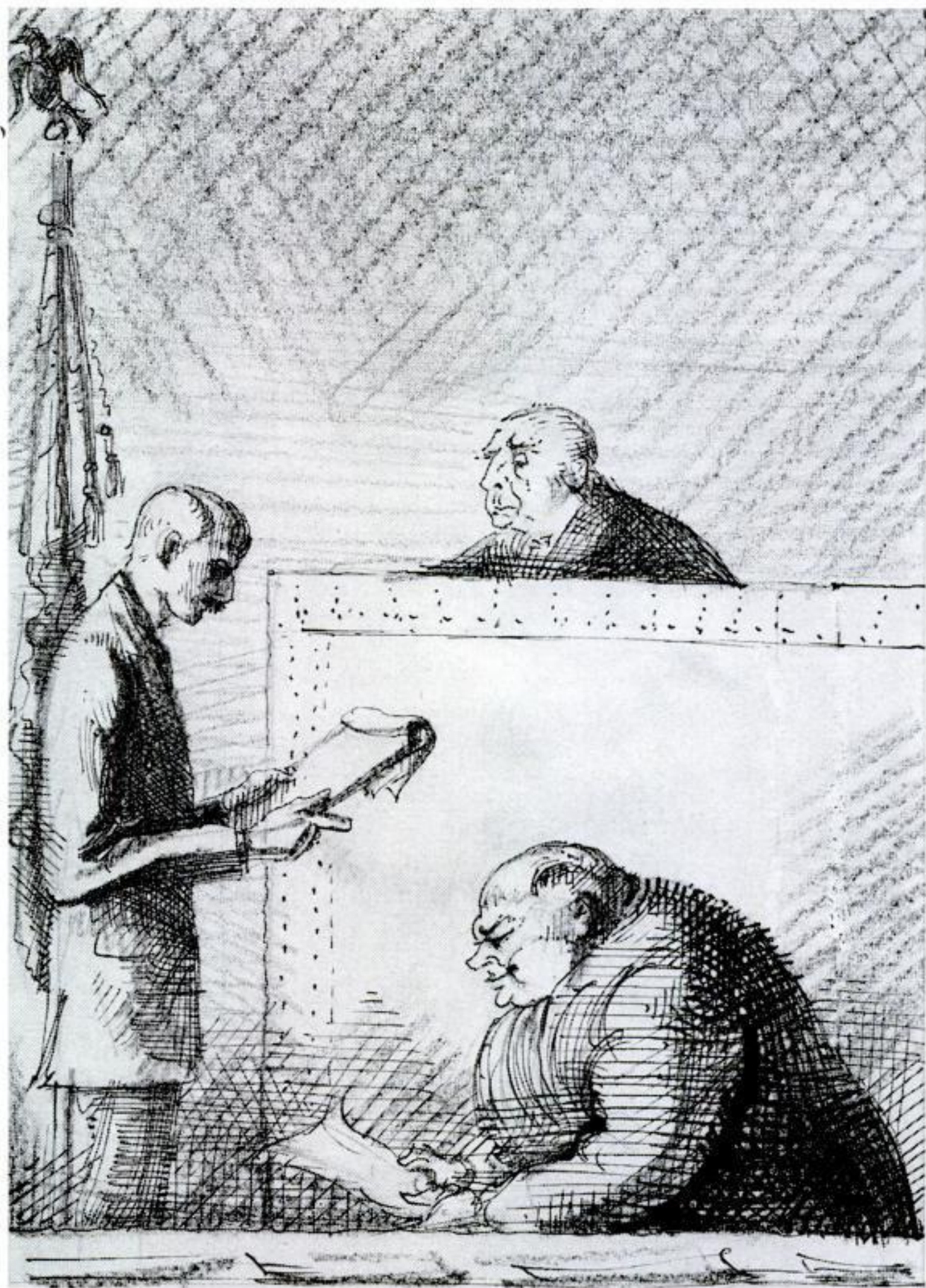
Sinful doings, cafe society, rights of the press get mixed up in a New York courthouse farce

For weeks huge headlines proclaimed what promised to be the juiciest vice trial since the days of "Lucky" Luciano. The case involved not only the usual kind of bums but also a synthetically glamorized assortment of people known to each other and gossip columnists as "cafe society." The biggest name of all was the defendant, Mickey Jelke, 23, stocky, the somewhat rancid heir to \$3 million of his family's margarine fortune. The charge against Jelke: forcing Pat Ward, 19, into prostitution to keep him in spending money until his inheritance came due.

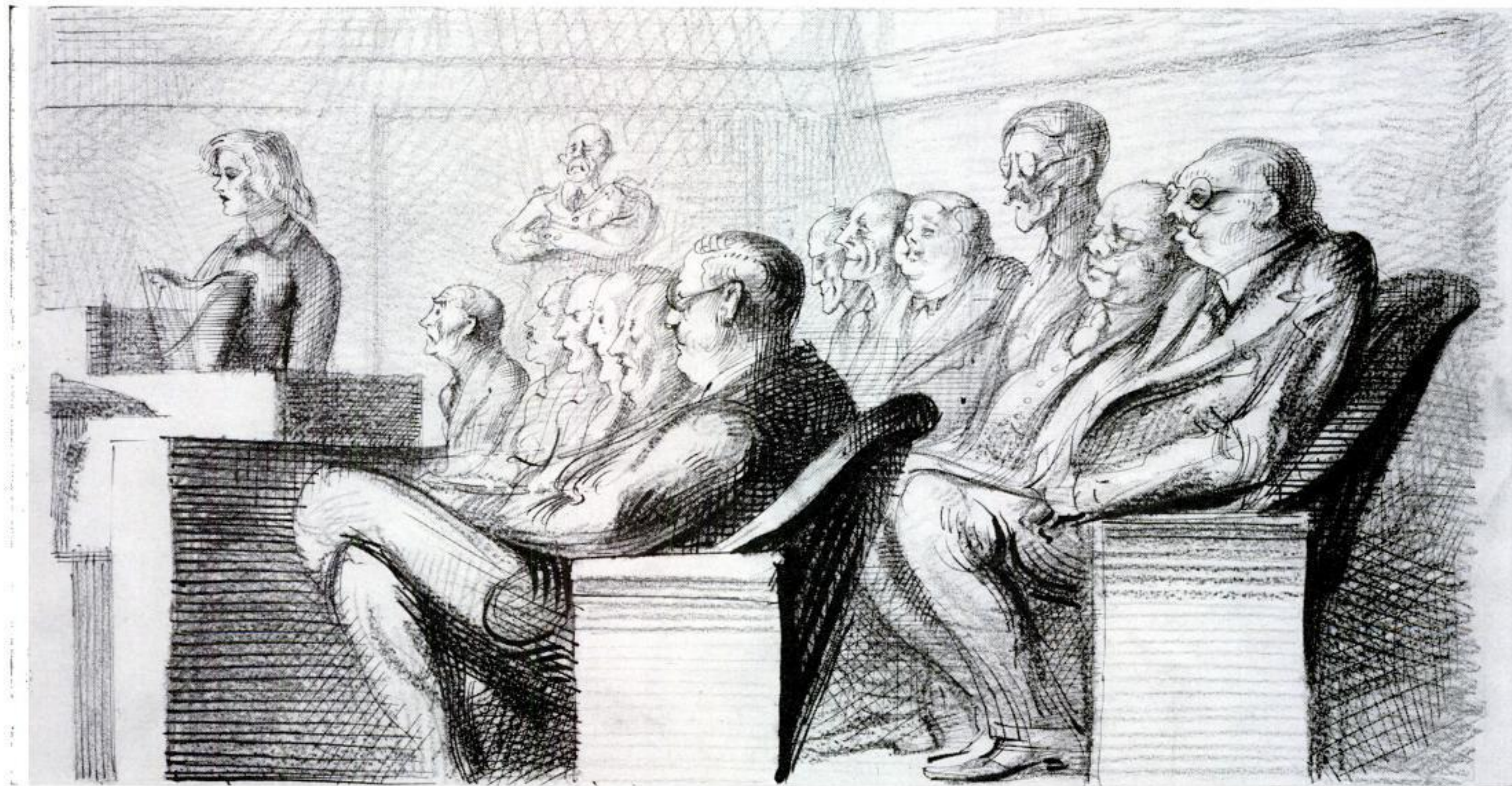
Last week the trial opened, and even before any testimony was heard it became a *cause célèbre*—for reasons which call girls and procurers never give a thought to. As a self-constituted censor of public morals, the judge threw out the press and spectators who had sat through the preliminaries. Newspaper lawyers argued this violated freedom of the press and appealed the ruling. The trial went on without reporters or the public in the courtroom. What resulted outside the court was one of the most unjudicial circuses ever witnessed in New York's Criminal Courts Building. At every recess, photographers and reporters surrounded emerging lawyers and Pat Ward. Seeking crumbs of information, they got cake.

Pat Ward proved to be an accomplished name dropper. The names she dropped were readily recognizable if undistinguished. But the name that caught many headlines was that of J. Roland Sala, a onetime magistrate attired like a musical-comedy count complete with Homburg, yellow vest and cane, pearl stick pin and fresh boutonniere. He spouted interminably—threats, injured innocence, mispronounced words and garbled passages from Shakespeare. He was Pat Ward's personal lawyer and, though he had no official status in the courtroom, he stole the show from the prosecutor. People by the score—high school boys, old men, elderly women—came to see the flamboyant Mr. Sala and his notorious client.

To capture this legal and extralegal atmosphere, LIFE sent Artist Reginald Marsh to sketch the floodlighted hallway scene (*opposite page*), as well as the more orderly court proceedings before the black-lace curtain was drawn. Few things said in the hallway and lavatory press conferences made much sense, but at least one remark of Pat Ward's had merit. "When this is over," she said, "I am going away and bury myself."



**MOMENT OF DIGNITY** overtook the trial when Thomas F. Daly, attorney for the dignified New York Times which printed comparatively little news of the case, argued for the right of the press to cover it. Judge Francis Valente listens impassively. Ernest Cuneo (*foreground*) represented other newspapers in arguing against Valente's ruling.



← **CORRIDOR CARNIVAL** puts trial principals under glare of floodlights. In center of this impression by Artist Marsh are, left to right, Jelke, Pat Ward and her attorney, J. Roland Sala. Behind them are Samuel Segal, a Jelke lawyer, Anthony J. Leibler, prosecutor, and Martin Benjamin, another Jelke lawyer.

**JELKE'S JURY**, consisting of 11 married men and a bachelor, prepare to hear Pat Ward testify. She sat demurely on the stand in a suit with a Peter Pan collar—a "Quaker collar" she called it. Just after Artist Marsh made this sketch, a motion to exclude press was made by Pat's lawyer and testimony was postponed.



# INDOCHINA: 'THE OLDEST WAR'

## LOVE AMONG THE COMMIES

Under totalitarianism the borderline between satire and reality is often so thin as to be virtually indistinguishable. One of the chief problems of totalitarian existence is knowing just when to laugh—and when not to. A case in point is the discussion on love that has been going on in Communized East Germany.

*Neues Deutschland*—the East German *Pravda*—recently began worrying about the kind of love that should be portrayed in Communist love stories. "Our love already is different from that of the declining bourgeois world," *Neues* editorialized. "Therefore a true love story of today must reflect the changes in our social and moral, physical and intellectual life." But *Neues* allowed that it needn't be all Socialism; it could also have physical aspects: "*Himmel! herrgott*, after all we aren't nuns who, seeing two young people kissing, make the sign of the cross three times!"

This last sentence seemed to indicate officially that a few jokes on the subject might be permissible, so the East German satirical weekly, *Frischer Wind*, ran some in an article by Sigismund G. Sicher addressed to Communist love story writers:

- ▶ When a man and a woman meet for the first time, do not let this happen on a street or in nature, but in a factory hall or, better, in a mineshaft or, better still, on a narrow iron scaffolding of a building under construction, preferably not below 5th floor.
- ▶ To achieve an especially realistic effect, never let the girl be exaggeratedly pretty. If necessary, you can de-romanticize her by writing in a missing front tooth. . . .
- ▶ Smitten looks are to be avoided. If reference to them is absolutely essential, then formulate them thus: "There it was again, the rapturous flame in his eyes, making her heart beat faster, as if her tractor had caught fire. Her tractor! She hurried away to make sure it was still standing in its shed."
- ▶ If affection must be exchanged, never forget to mention some comparison with factory work such as, "He patted her softly on the arm as if it were his work bench." Or, "She grabbed him by his thick hair as if an assembly line could carry him away the very next moment."

Comrade Sicher's instructions are only a slight burlesque of those the higher authorities give Russian writers every day in the Soviet Fatherland. Inspired by his valiant wit, we were about to salute the "invincible humor" of the East Germans, when a German just back from Berlin explained:

"The party permits some leeway from time to time on subjects it doesn't consider of any political importance. When you see *Frischer Wind* publishing some satire about the purges and the Jewish persecutions in East Germany, that is the time for a salute."

The global character of this war, and the unity of all its fronts, are illustrated anew every week. Mr. Dulles returned from one front—Europe, stalled on its road to armed unity—to find senators preoccupied with Korea and impatient to hear more about the "unleashing" of Chiang. One might think Mr. Dulles had gone to the wrong front. Yet actually the path to a victory in Asia and to a united European army is the same path. It leads through Paris and Saigon.

France's shooting war in Indochina recently entered its seventh year. Toasting the anniversary in Algerian wine, a red-bearded Foreign Legionnaire observed, "We have now the oldest war in the world." This war began as a French colonial war. As such, it divided the French people and embarrassed France's allies. But it long since ceased to be either a colonial war or a minor war. It has cost the French much blood and far more money than all they have ever invested in Indochina. It has also cost the U.S. about \$1.5 billion in direct aid so far.

Indochina is not a land Americans know. We have no common memories as we have with other parts of Asia (pp. 120-134), nor does it lie in that northern orbit where, in the long run, Asia's main power for good or evil resides. Nevertheless the Communist conquest of Indochina would be a catastrophe, not only for the food supply and morale of all South Asia (India included) but for our own immediate position in Korea, where the Chinese Reds would benefit from any relaxation of pressure on their southern front. Per contra, as President Eisenhower said, "The working out of any military solution to the Korean war will inevitably affect all these [other] areas."

A great contribution of the late General de Lattre to this war was to induce the Vietnam people to take sides. Like Van Fleet with the ROKs, he built up a sizable Vietnam army and took many thousands of Vietnamese volunteers into his own forces. While it takes French officers to win pitched battles, it takes Vietnamese to hunt the guerrillas who radiate terror through the countryside at night. Present French plans call for training and arming two more Vietnam divisions—when supplies are in sight. That is one reason for Marshal Juin's current visit to Indochina and Korea. But to equip these forces, the French need further U.S. aid.

Will more aid bring the Indochina war closer to an end? Militarily it can be won. The military outlook would be better, and will get better, if the political prospects were less clouded.

Wrote Joseph Conrad of colonialism, "The conquest of the earth, which mostly means the taking it away from those who have a different complexion or slightly flatter noses

than ourselves, is not a pretty thing when you look into it too much. What redeems it is the idea only." Most colonial powers did have an "idea"—the spread of Christianity, or law, or civilization, or wealth. But the moral status of the French in Indochina was tarnished, to say the least, when Vichy representatives collaborated with the Japanese. To regain status the French needed a new idea. Before they could perfect it, the Communists made Indochina a fighting front.

While fighting, the French have conducted a harassed experiment in nation-building. By treaty and French law the Republic of Vietnam and its neighbor kingdoms, Laos and Cambodia, are now semi-independent members of the "French Union." These indigenous governments are stable enough and are represented in Washington by ambassadors. But the Vietnamese wish that this new French idea, particularly as to their status within the Union, could be more precisely defined. Malaya, for example, has a British promise that it "should in due course become a fully self-governing nation within the British Commonwealth"—i.e. as free as India, Canada and Ceylon. The French are not so explicit. Vietnam's chief of state, Bao Dai, is ambiguously described as "the hyphen between Vietnam's past and future."

Two things can give substance to the French idea for Indochina's future. The first is the Vietnamese army, which is becoming an army worthy of a real nation and is replacing French troops. The second is that the Indochina war is beginning to win belated recognition as an international responsibility. The Atlantic Council in December formally adopted it as a NATO concern. The "internationalization" of the war not only justifies the fullest U.S. economic support, but should help to "clarify" the French Union idea by subjecting it to international criticism. De Lattre, who preached the unity of all anti-Communist fronts, said also, "If there is one war there must be one peace."

This internationalization will be a blessing to Indochina, to France and therefore to Europe. French fears of Germany, which have brought European rearmament to a dangerous pause, are not entirely neurotic and not based only on evil memories like that of Oradour (pp. 21-25). For the French army is continually drained of its best young officers, as the French budget is drained of solvency, by the Indochina war.

Thus every front, through the trenches of politics and economics, leads to the next. U.S. policy will be more effective in Korea and in Europe if we allow Indochina its equal claim on our concern. In the struggle with Communism there must be a division of labor, and everybody can't fight everywhere; but every fighter should have the backing and sympathy of the others, constantly comparing war plans and postwar hopes.



Hot, delicious MAIN DISH in just 4 minutes!

# SOUP FOR LUNCH



Mothers everywhere know soup is the ideal hot dish for growing children

As the main dish, the hot dish for the children's lunch, there's nothing like soup. For a well-made soup has everything! It's delicious. It's nourishing. It's no trouble at all to prepare (just four minutes from shelf to table). It's about as thrifty a food as you will find anywhere. And you have all the variety in the world—21 Campbell's Kinds to choose from. So today . . . and every day . . . why not have *soup for lunch!*



**SOUP, SANDWICH  
AND DESSERT**

**Campbell's  
Tomato Soup**

*Luscious red tomatoes . . .  
fine table butter! Rich, tangy, delicious!*

**Sliced Turkey Sandwiches**

**Brownies**



**"My Soup Shelf is a WONDERFUL Help!"**

"I try to keep several cans of the family favorites always on hand. That way, I'm ready for any meal-planning. And of course I'm never without Tomato Soup and Cream of Mushroom . . . I use them so much in my cooking, too!"



Old-fashioned? Yes . . .  
in mellow, smooth bouquet.

And price? Much *less*  
than you'd expect to pay!

# Paul Jones

SINCE 1865...

*Now 5 generations finer*



*You just can't buy a  
better drink at any price!*

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS





**THE 13 VETERANS** are, left to right, first row: S/Sgt. Curtis E. Brown, of Cincinnati; Sgt. Maynard A. Nielson, of Minneapolis; Pfc. Ernest A. Raymond, of Portland, Maine. Second row: Pfc. John P. Belcher, of Secane, Pa.; Sgt. Sheldon M. Anders, of Jacksonville, Fla. Third row: Cpl. Otis J. Cowan, of Brush

Creek, Tenn.; Sgt. Richard B. Brooks, of Cincinnati; Sgt. Donald D. Millet, of New Orleans. Fourth row: Sgt. Carol E. Carley, of Houston; Cpl. George M. Foxworth Jr., of Liberty, Texas. Fifth row: Cpl. Boyd A. Dowdell, of Provo, Utah; Sgt. Ronald J. Hamilton, of Chicago; Sgt. Golbert R. Stauss, of Huger, S.C.

## KOREAN VETERANS ROTATE BACKWARDS

The 13 men shown above, comfortably quartered in the U.S. after about a year of front-line duty in Korea, have startled even the proud Marine Corps with a strange request: they want to go back to the fighting line in Korea. Last week they had won permission and were ready to embark. But it had been no easy task to get permission. They had had their patience tried with miles of red tape, and had long since

become hardened to slurs of buddies who frankly called them crazy.

On their post at Camp Pendleton, Calif., Marine brass from commanding officer on down wanted to know their reasons. Cowan's was: "I'm a Marine, so my job is in Korea. This time I'm going to get the Medal of Honor." Brooks said: "I'll be in the Marines for 20 years. Being as how I'm staying that long, I ought to do

what Marines are supposed to do—fight." To Carley, 20-year-old veteran of the Inchon and Chosin Reservoir campaigns, it was a matter of simple arithmetic. "I only got one more year to serve and I hate to sit around chewing my fingernails." Foxworth best summed up the mood of the 13: "I've been a professional Marine for six years, and I don't feel like one trip over there is enough for one guy."



**Imagine!**

No dust bag to shake out... no paper bag, sack or pan to take out.  
Nothing to take out—no dirt to handle ever!

→ Only **Electrolux** sells ←

**the cleaner you  
never have to empty**

**...it's automatic!**

**The New Electrolux does  
automatically what other  
cleaners don't do at all!**

**H**AVE you seen the New Electrolux? It's the greatest home-cleaning invention since the vacuum cleaner... so automatic you won't believe it until you do see it. Your Electrolux salesman is showing it now, so don't miss it!

**It never has to be emptied! It's automatic!**

Incredible, but true! This is the cleaner you *never* have to empty! There's nothing to clean out... no dust bag to shake out... no paper bag, sack or pan to take out! You *touch* no dirt, *breathe* no dirt, *see* no dirt!

"But where does the dirt go?" you may ask. Well that's just *one* of the features you have to see to believe.

**Always gets the deep-down dirt! It's automatic!**

Here's why the Electrolux cleans better—and keeps on cleaning better. It has suction power

so strong it will pick up dirt deep down in the bottom of the rug. But even more important, because of its exclusive automatic feature, the New Electrolux *can't lose its remarkable cleaning ability*... no matter how much dirt you pick up!

**Cleans better ALL the time! It's automatic!**

All other cleaners need to be emptied by the user. Electrolux is automatic. If you forget to empty a non-automatic cleaner, it soon reaches the "lazy suction" point where it's getting only the surface dirt, and eventually not even that. But the New Electrolux never needs to be emptied. You don't have to worry about it getting "lazy"—the automatic feature won't permit that. And you never waste your time just cleaning the tops of your rugs or trying to clean with a machine that's clogged up, because someone forgot to empty it! The New Electrolux keeps right on cleaning efficiently and quietly—saving you time and work.

**A complete home-cleaning service! It's automatic!**

Yes, the New Electrolux makes all your home cleaning easier than ever before... and more convenient, too, because all the cleaning tools can be with you all the time. And just think! *In the average home you can clean all the rooms on one whole floor without once having to change the plug.* What's more, you can have a cord that stays out of your way because it unwinds and winds itself up... all automatically!

**WAIT till you see it! It's automatic!**

Before you decide on any cleaner, see the New Electrolux. Ask for a free home demonstration. The New Electrolux is sold only on home demonstration by bonded salesmen who sell the Electrolux machine and no other. Liberal terms. Just phone your local Authorized Electrolux Factory Branch, or call Western Union Operator 25 (no charge) and ask for the name of your nearest Electrolux representative. Or write to Electrolux Corporation at nearest address below.



**New**

**Electrolux**

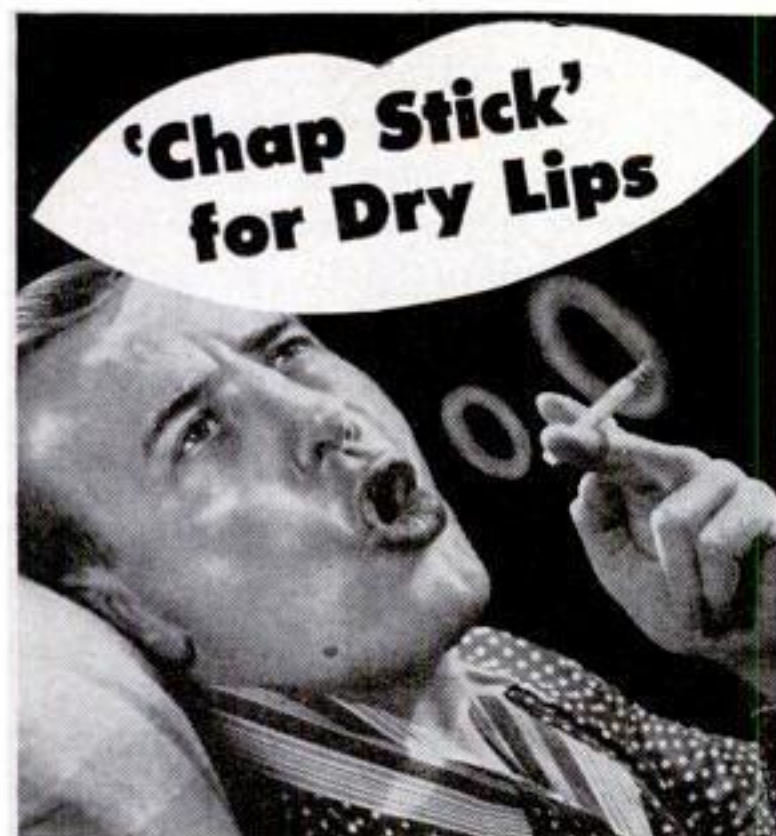
The cleaner you never have to empty—it's automatic!

Made by the makers of America's largest selling cleaner

Touch no dirt! Breathe no dirt! See no dirt!

ELECTROLUX CORPORATION, 500 Fifth Avenue, New York 36, N. Y.—417 Montgomery Street, San Francisco 4, California





**Smokers have them, indoor workers have them, early risers have them—most everyone has cracker-dry lips off and on. Licking them won't help, but 'CHAP STICK' will. Its soothing comfort is swift and lasting. That harsh dryness vanishes in a twinkling—your lips feel fit.**

**Keep famous 'Chap Stick' handy—the great little lip reparative for chapped, cracked, parched lips. Buy a personalized\* 'Chap Stick.' Pocket size, easy to apply—specially medicated, and the only antiseptic lip balm.**



**ALL HANDS THAT WORK need Chap-ans®**  
The hand cream made for men  
Penetrating, extra soothing, antiseptic. Quick relief for chapped, cracked, work-sore hands.  
In generous man-sized tube. At druggists.  
CHAP STICK CO., LYNCHBURG, VA.

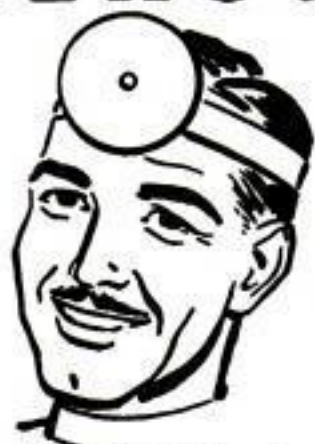
## Mothersill's

The fast-acting aid in preventing and relieving Travel Sickness.



## COUGHERS!

**DOCTORS REPORT MENTHOL BRINGS RELIEF**



Luden's contains extra menthol. It's this extra menthol in Luden's Menthol Cough Drops that brings quick, effective relief.



**CONSTIPATED? PHILLIPS' MILK OF MAGNESIA**  
For Gentle, Effective Relief  
AN IDEAL ANTACID-LAXATIVE

# LIFE ON THE NEWSFRONTS OF THE WORLD

## Russia breaks with Israel over bombed legation, the 'Dog of Distinction' wins at Westminster

When a bomb was exploded at the Soviet Legation in Tel Aviv, apparently in protest against Russia's recent anti-Semitic campaign (LIFE, Jan. 26), Israeli Prime Minister David Ben-Gurion immediately denounced the bombing as a "dastardly outrage" and a "blot on our name." The bomb did little enough physical damage, but Russia



RUSSIAN INVESTIGATORS SURVEY BOMB DAMAGE TO THEIR LEGATION

jumped at the chance for drastic action. She broke off diplomatic relations with Israel, withdrew her mission and demanded the withdrawal of the Israeli Legation at Moscow. There was little doubt in diplomatic circles that Russia's move was 1) a further step in the Communist anti-Semitic campaign and 2) another effort to win the support of the Arab world.

After a 4-month trial U.S. Army Sgt. John David Provoo was found guilty of treason for having offered his services to the Japanese after the capture of Corregidor, making radio broadcasts from Tokyo and contributing to the death of a U.S. Army captain by informing on him.

## Sudan gets a fresh start



NAGUIB AND PEN

Egypt and Britain last week fulfilled their promise to give the Anglo-Egyptian Sudan a fresh start (LIFE, Nov. 10). Under an agreement signed by Ambassador Sir Ralph Stevenson and Premier Mohamed Naguib, who afterward delightedly brandished the pen he had used, the Sudan gets its own parliament and within three years will decide its final status. Not only does the pact settle an old problem, but it also gives encouraging proof that good relations are possible between the West and the troubled Middle East.

Julius and Ethel Rosenberg, the atom spies who were sentenced to death in the electric chair, lost their appeal to President Eisenhower for clemency. The President said firmly that the Rosenbergs had been found guilty of "the deliberate betrayal of the entire nation" and that they "have been accorded their full measure of justice."

CONTINUED ON NEXT PAGE



## with WEBSTER'S NEW INTERNATIONAL DICTIONARY, Second Edition

**RELIABLE** tests have shown that people who become successful are particularly well informed and have acquired extensive vocabularies. Webster's New International Dictionary, Second Edition, is, at every age, the key to success. For this is the greatest single volume of information ever published—equivalent in type matter to an 18-volume encyclopedia.

**Help Your Children Develop Their Ability To Learn**  
With this great question answerer in your home, you can train your children always to look up the things they want to know—to acquire "the dictionary habit" that will encourage and develop mental growth for future success. For in "the Supreme Authority" are answers to questions on every conceivable subject: 3,350 pages; 600,000 entries; magnificent color plates and numerous special sections.

## You Get the Best When You Buy A Merriam-Webster

This unabridged Merriam-Webster is the same final authority that is relied on by the U.S. Government Printing Office, Courts of Law, leading Universities and Public Libraries. For correct answers all through life, provide your family with this great book. See it at the best book, department, and stationery stores. **\$35.00 to \$49.50**

G. & C. Merriam Co. Look for the circular trade-mark on the cover. It identifies the Merriam-Webster.



**FREE—Illustrated Booklet of Word Origins**

G. & C. Merriam Co., Dept. 102  
Springfield 2, Mass.

Please send me free illustrated booklet "Interesting Origins of English Words" and information about Webster's New International Dictionary, Second Edition.

Name.....

Address.....

City & Zone.....State.....



The long-awaited Schuman Plan to weld the six nations of Western Europe into an economic unit finally began to function last week as coal, iron ore and scrap were removed from various national controls and put on an open international market within the six nations. Under this system there are to be no tariffs, quotas or exchange difficulties to prevent a purchaser in one nation from buying in another nation. When the plan becomes fully operative, steel and other commodities will also be placed on the same open market.

### Adlai's valentine

On St. Valentine's Day at New York's Waldorf Astoria, Adlai Stevenson gave his first major speech since the election. Speaking at the Jefferson-Jackson Day dinner, he delivered one of the most public valentines ever to be presented on that sentimental day: "It is now some three months, nine days, 19 hours and 47 minutes since we conceded the election of General Eisenhower. Watching the conduct of our party during that time I can only say that I am prouder than ever to be a Democrat. And that is my best valentine! . . . It seems to me very appropriate that the party with a heart should be having this great dinner in New York on St. Valentine's Day. I am sure we Democrats are in a mood to love everybody. And, of course, we would be delighted if a few million more people would love us."

*Champion Rancho Dobe's Storm, the "Dog of Distinction" (LIFE, Feb. 9), won the best-in-show award at the Westminster Kennel Club for the second year in succession, an achievement matched by only five other dogs in Westminster history: the cocker spaniel My Own Brucie, and four fox terriers, Flornell Spicy Bit, Pendley Calling, Conejo Wycollar Boy and Warren Remedy.*

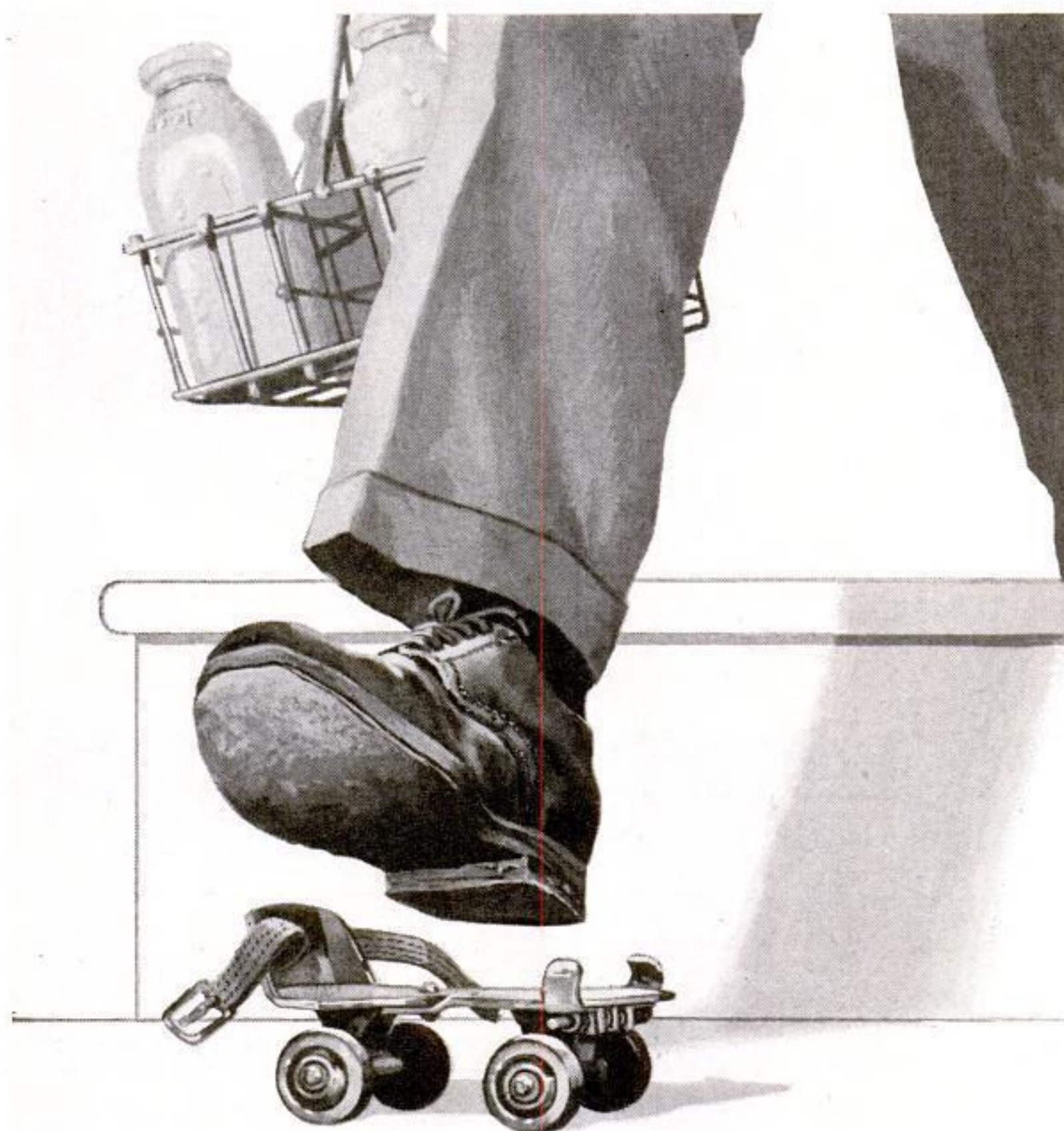


BEARDED FACE (NO. 2) IN OLD PHOTOGRAPH MAY BE LINCOLN

### Lincoln at Gettysburg?

Long-lost photographs of Lincoln have a way of turning up just in time for Lincoln's Birthday. This year's discovery is believed to be the first picture of Lincoln at Gettysburg. Going over a collection of 5,000 miscellaneous Matthew Brady photographs, Josephine Cobb of the National Archives in Washington found one labeled "crowd of citizens, soldiers, etc." which she has tentatively identified as showing the Gettysburg ceremony. The face of the bearded man (2) who may be Lincoln is slightly blurred, making positive identification almost impossible, but Miss Cobb is almost certain she has spotted two other men: Ward Hill Lamon (1), who was Lincoln's bodyguard on the occasion, standing at Lincoln's right shoulder, and Pennsylvania Governor Andrew Curtin (3), the official host at the ceremony, standing bareheaded at the extreme right.

Secretary of State John Foster Dulles did his best to silence reports that the U.S. might suddenly blockade Communist China. No precipitate moves that might extend the war were being contemplated, Dulles told the Senate Foreign Relations Subcommittee, and if any such move should ever be contemplated, it would be discussed in advance both with our allies and congressional leaders.



## Here's all it takes to take you into court

... a story that shows what 3¢ a day can do to protect you against damage claims

(Typical of what happens somewhere every day)

"Our youngster doesn't often leave his things outside. But one night, last year, he did. He forgot his skates—I forgot to pick them up—and I'll never forget what happened as a result.

"Our milkman stepped on one of them, lost his balance, and fractured

his right leg. By the time he was back on his feet, his medical bills had reached \$900. He held us responsible, and we *were*. Happily, we had Personal Liability Insurance covering his claim so we didn't have to dig into our own slim savings to pay his bills."

Now why do we bring you this story?

First, to show you how little it takes to expose a householder like *yourself* to heavy, and sometimes ruinous, damage claims.

Second, to show you how little it takes—as little as three cents a day buys you \$10,000 Comprehensive Personal Liability Insurance—to protect yourself against such claims.

As little as three cents a day! Get your Hartford Accident and Indemnity Company Agent or your own insurance broker to tell you more about this essential, yet low-cost Personal Liability policy. If you don't know the Hartford Accident and Indemnity Company Agent in your community, write us for his name and address.



Year in and year out you'll do well with the

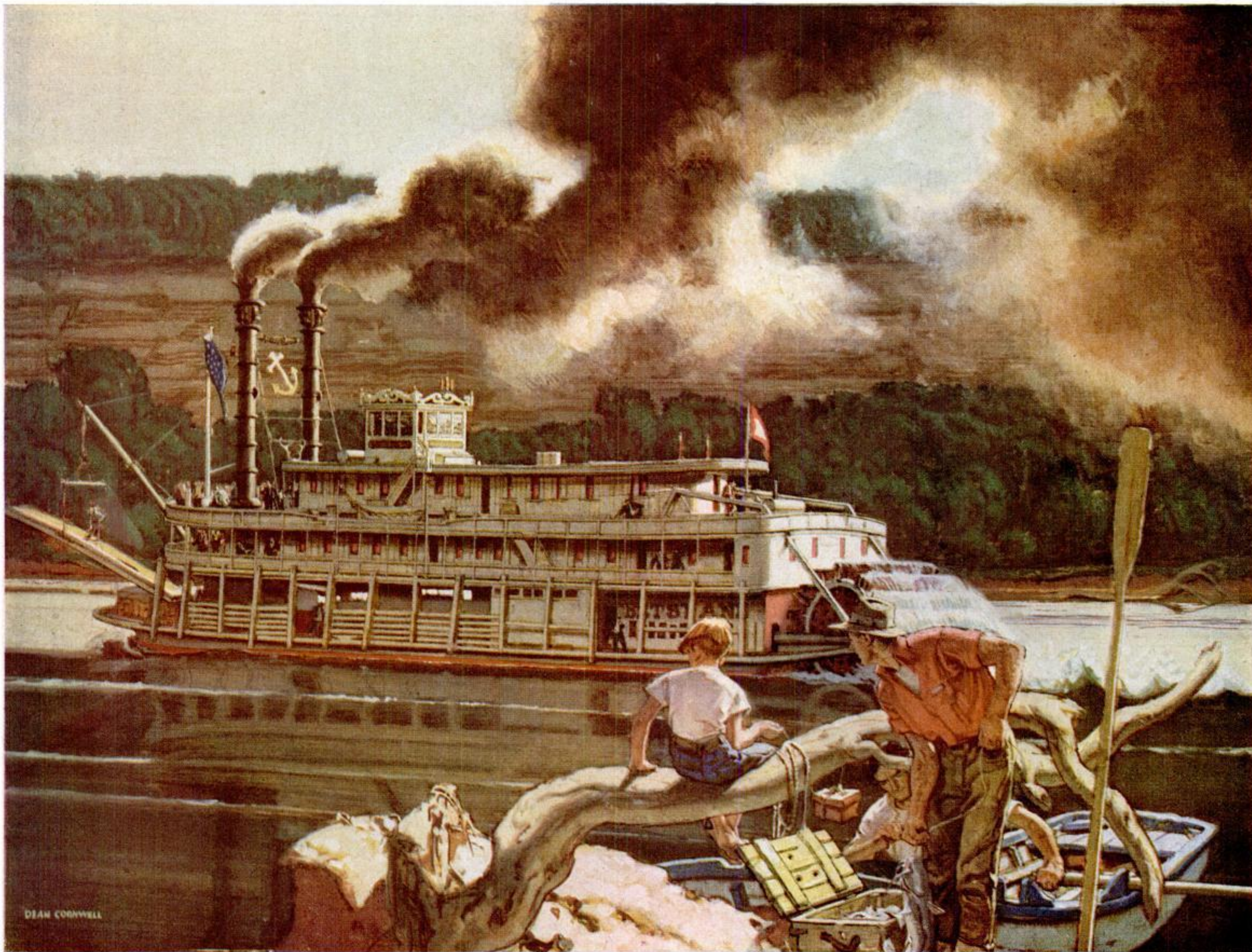
## Hartford

Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut



# THIS IS KENTUCKY

Its river boats, like its Bourbons, rich in romance and tradition...



"KENTUCKY RIVER BOAT", PAINTED FOR THE EARLY TIMES COLLECTION BY DEAN CORNWELL

For a color reproduction 16" x 12", suitable for framing, send 50c in coin to Early Times, Box 1080, Dept. FAF, Louisville 1, Ky.

## THIS IS KENTUCKY'S FAVORITE BOURBON

because it's  
every ounce a man's whisky

# EARLY TIMES

*Kentucky's Favorite Straight Bourbon*

EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY.



EVEN better known than its colorful river boats are the fine whiskies that have made Kentucky the Bourbon capital of the world.

And by far the favorite straight Bourbon in all Kentucky—where the best of Bourbons come from—is Early Times.

You see, Early Times is hearty, but never heavy, *all* whisky, *fine* whisky, every ounce a man's whisky. That's why it's not only the *first* choice in Kentucky but the *best* choice you can make.

• 86 PROOF •

EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY.





Cannon Mills, Inc., 70 Worth Street, New York City 13



## Do "luxury" towels cost too much?

Pictured here are 5 luxury towels. Each bears Cannon's famous Gold Label. They cost between \$2 and \$3.50 each. Big, beautiful, these are towels *every* woman wants — but the kind *some* women think they can't afford.

"Why," you may ask, "should I pay \$2 and up for these Cannon towels, when I can get excellent values in Cannon towels priced at 59¢ . . . 89¢ . . . \$1.29?"

To answer that question, let's look at the facts!

Cannon luxury towels have a heavenly texture. They're crammed full of wonderfully long, thick, sable-soft loops; they're all finished with "Beauti-Fluff"—Cannon's exclusive patented finish — that makes them fluffier, softer and

*thirstier*. In fact, these beauties absorb *five times their weight in water!*

And these finest-of-all Cannon towels come in the loveliest colors imaginable. There are rich, deep tones that *lead* fashion trends . . . sparkling colors, subtle colors . . . tender, clear colors that sing "Good Morning!" And, of course, there's a variety of fresh, smart designs that inspire the decorator in every woman.

Finally, these towels wear longer through years of hard and constant use. Why? Because they have more tensile strength, a firmer, closer, stronger weave. In actual tests they prove 1½ to twice as durable as less expensive towels!

Utmost durability and absorbency . . . extra

enjoyment and thrilling beauty — you get them all when you get Cannon's finest.

The next time you are in your favorite store, ask to see Cannon's Gold Label towel ensembles — bath towels, face towels, wash cloths, bath mats, and finger-tip guest towels. We think you'll agree: Cannon Gold Label towels are "luxuries" no wise and thrifty woman can afford to miss!

1. CORONET \$2.75 (bath towel only)
2. FLORENTINE \$2.25
3. EMPRESS \$2.25
4. LAUREL \$2.75
5. GRAND MANNER \$3.50



All with matching face towels and wash cloths.

Copyrighted material



THE CABINET:  
SECOND OF A SERIES



TAKING TIME OFF FROM DUTIES OF HIS NEW OFFICE, BENSON LIFTS TWO LAMBS DURING INSPECTION OF LIVESTOCK AT FRIEND'S FARM NEAR WASHINGTON

SECRETARY OF AGRICULTURE

## EZRA TAFT BENSON

A DEVOUT AND HUMBLE MAN DUTIFULLY MOVES INTO A POLITICAL HOT SEAT

The first time Ezra Taft Benson met Dwight D. Eisenhower was the day he accepted the position of Secretary of Agriculture. Benson knew that the job was sure to be a political Pandora's box—for one thing farm prices had dropped 11% in a year—but he responded simply and characteristically: "Consistent with the principles which have guided my life, I shall do my best, God being my helper." All his life Benson has been close to the soil, and all his life he has sought divine help.

Great-grandson of a Mormon pioneer, Benson was born on an Idaho farm in 1899, a scant 10 years after the department he now heads was

raised to cabinet rank. In college, after a two-year interruption as a missionary in England, he specialized in agricultural economics and then went home to Idaho to start as a county extension service agent. Later he became a marketing specialist and at last a national farm cooperative leader. Always active in Mormon work, he became in 1943 one of the 12 apostles who govern the church. To his new task as Secretary, Benson took with him the respect of almost all farm groups, but in his first month in office he already has come under attack by farm state senators demanding that somehow he immediately stop farm prices from falling farther.





new grille... distinctive, refined.



new smart rear-end styling.

in so many ways—

**new**



new roominess in the luggage compartment—a 30% increase!

new larger area cleared by fast, constant-action electric windshield wipers.

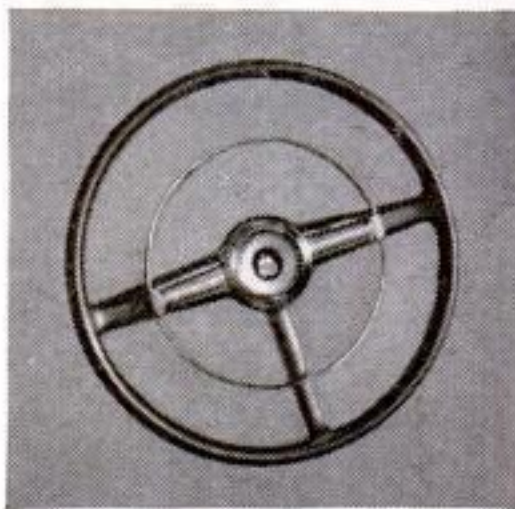


new colors, including wide selection of two-toned exteriors.

new truly balanced ride... smoothest, softest, steadiest you've ever experienced!

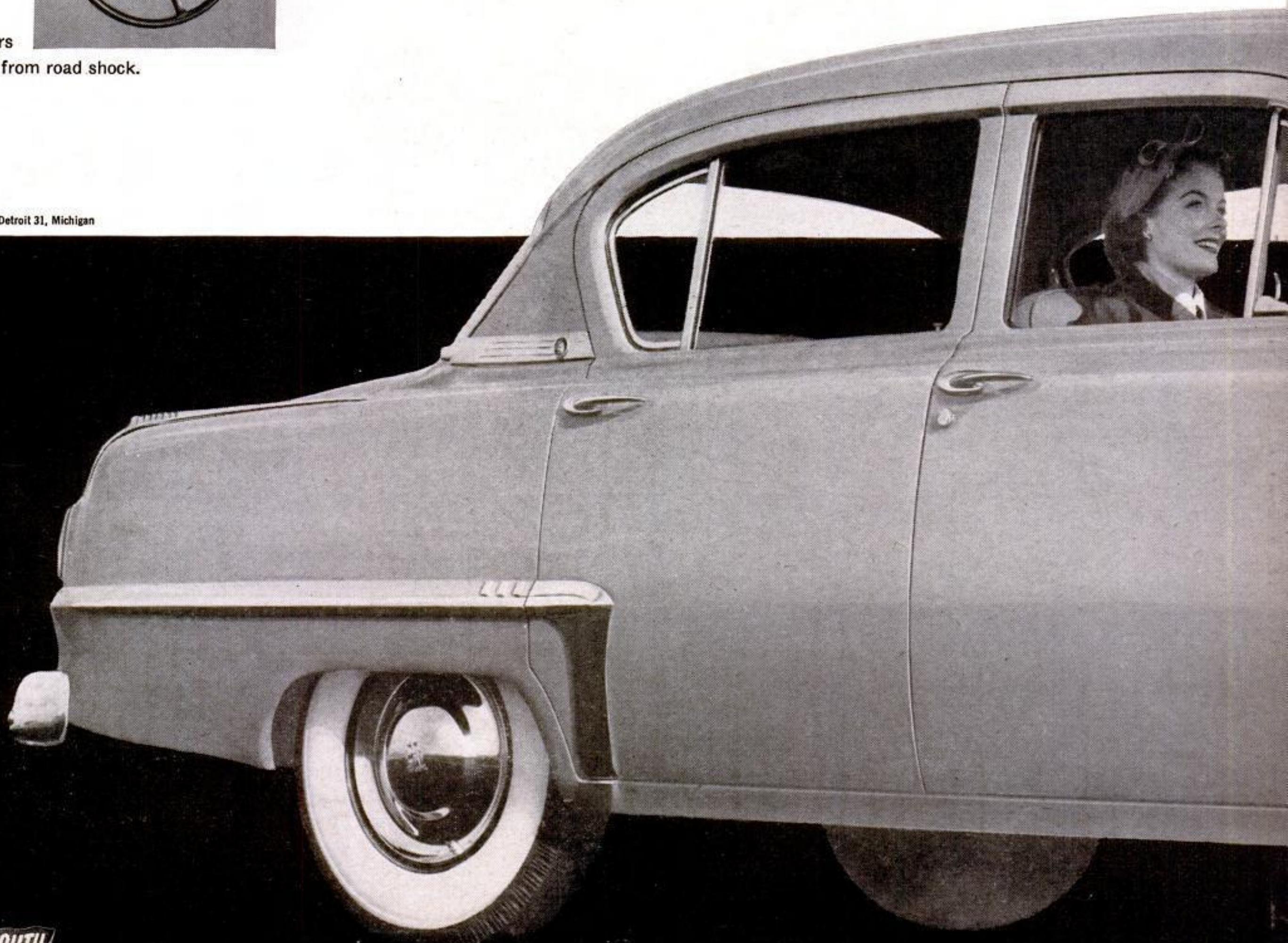
new performance... horsepower increased to 100, compression ratio upped to 7.1 to 1.

new streamlined design that's lower—smoother—yet provides more usable space inside the car.



new balanced steering offers fingertip ease... freedom from road shock.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



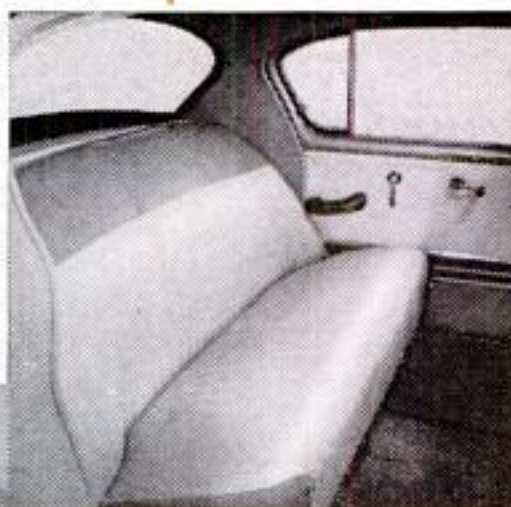
There's more quality in it—you get more value out of it

Copyrighted material





**new** one-piece windshield,  
more uniformly curved, to give you an undistorted  
view of the road.

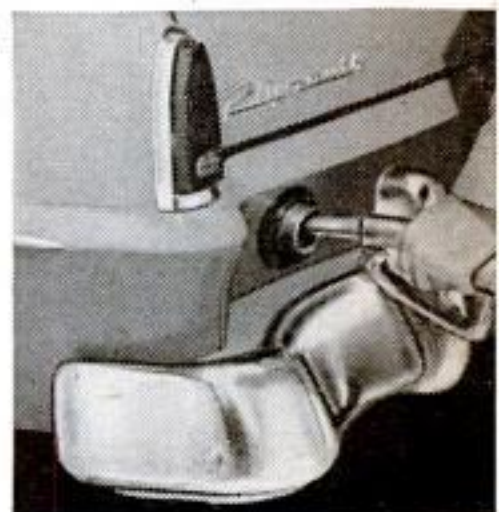


**new** roominess—for example, 8 inches more hip room  
in rear seats of sedans!



**new** rear quarter-window that lets rear-seat passengers  
look sideways without leaning forward.

**new** convenient fuel tank filler cap  
on rear of car.



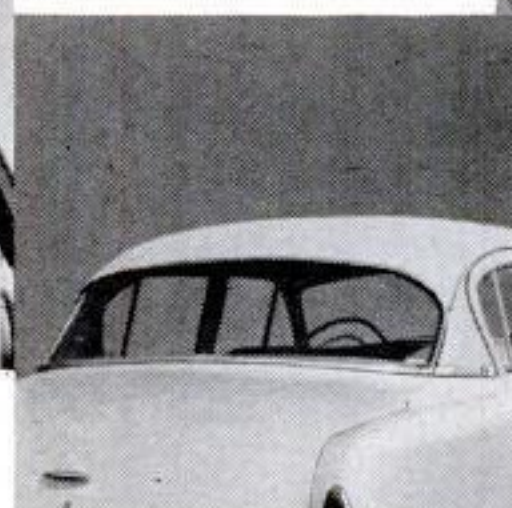
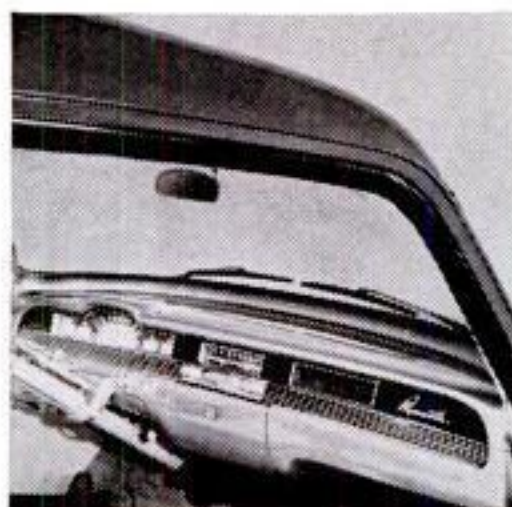
# '53 PLYMOUTH

ALL THESE AND MANY OTHER *new features add up to new beauty  
balanced with safer vision, more roominess, convenience — all the things you want in a car.  
But don't be satisfied with just looking — at this or any other car! Get a good, thorough  
demonstration drive and compare! Your Plymouth dealer will be happy to arrange it!*

**new**  $\frac{1}{4}$ - $\frac{3}{4}$  division of seat-back on all 2-door  
models. Rear-seat passengers can get in and out  
without disturbing front-seat passengers.

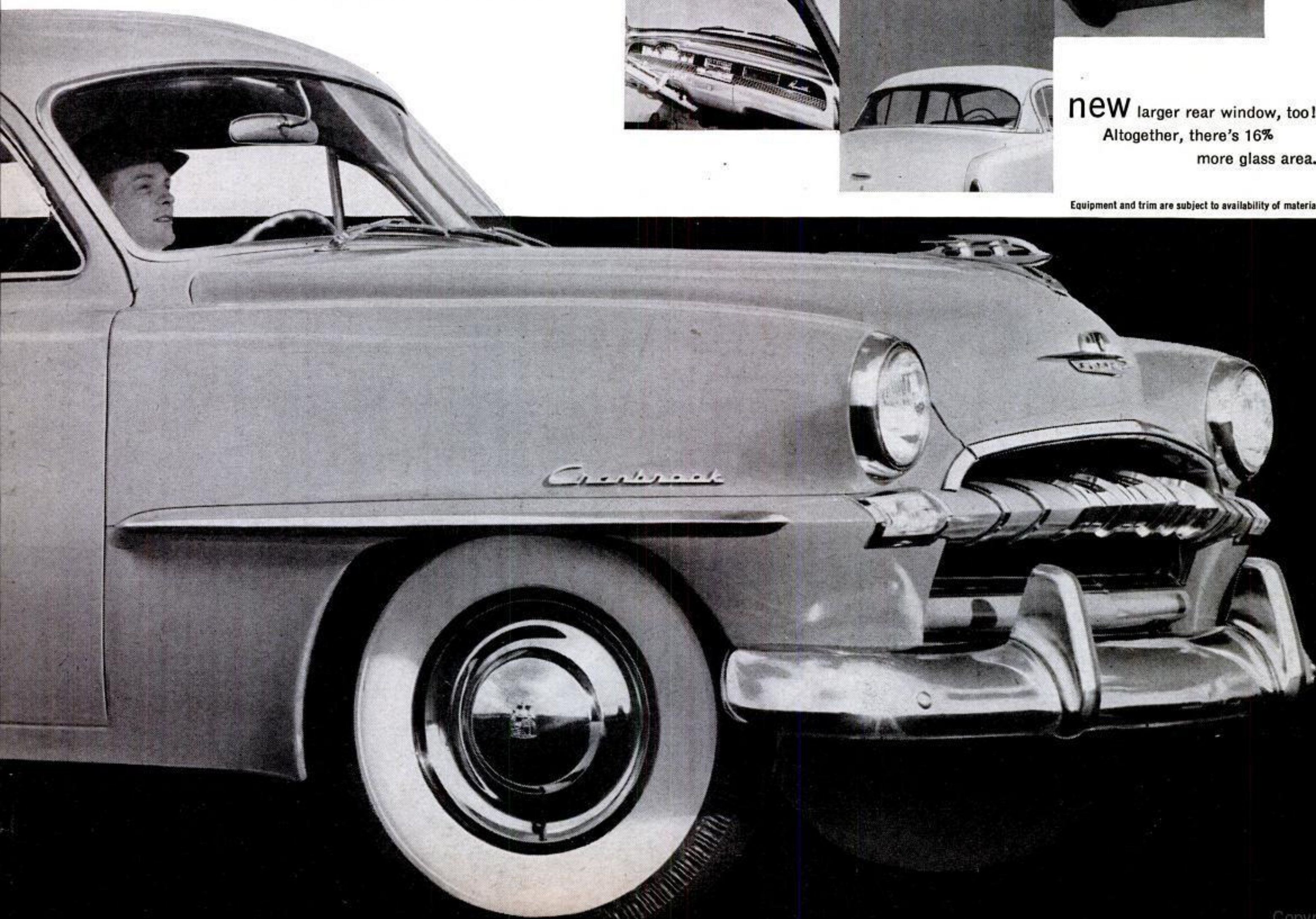


**new** instrument panel. The glove compartment  
is conveniently located in the center.



**new** larger rear window, too!  
Altogether, there's 16%  
more glass area.

Equipment and trim are subject to availability of materials







**ANOTHER PARTY AT ED'S—  
I JUST CAN'T BEAR IT!**



**NEXT TIME SERVE KING  
—IT'S THE BLEND THAT  
TASTES THE BEST!**



**FOR SMOOTHER, Milder,  
LIGHTER DRINKS STEP UP TO  
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

**BENSON** CONTINUED



**BENSON (AT DESK, BETWEEN FLAGS) MEETS WITH TOP AIDES AT TWICE-A-WEEK NIGHT MEETING TO SET POLICY**

## FARMERS' FRIEND AND FINANCIER

Perhaps no agency of the federal government had as modest a start as the Department of Agriculture; it is certain that no civilian agency operates today on a grander scale. George Washington is credited with first suggesting an office to promote agriculture in 1793, but it was not until 1839 that Congress got around to doing anything about it. What it did was to appropriate \$1,000 for one man to collect wheat and corn seeds for experimental purposes and to gather a few statistics. In 1862 a Commissioner of Agriculture was established, and in 1889 a full Cabinet department was created.

Last month when Ezra Taft Benson took over the department as 15th Secretary, it had so enormously expanded its services and functions that Benson could not possibly even be aware of all the powers he had inherited. He could wear down his arches walking along the eight miles of corridor crisscrossing the Agriculture building, second largest government building in the world, and would never see all the 8,000 employees who work there. He will never get to know more than a few of the 55,586 who work in the foreign and domestic field. His 1953 budget,

\$2.1 billion, is, next to Treasury, the largest for any civilian department.

Agriculture runs some of the nation's biggest electric utilities. It oversees the nation's forests, helps build houses, reports crop prospects, inspects meats. It keeps 351 scientists busy developing better crops and farm animals, and it employs hundreds of economists and all manner of experts busy figuring out the probable effects of all this progress. It publishes 359 different pamphlets every year and it carries out, through the land grant colleges and other schools, one of the nation's biggest adult education programs. It keeps 11,000 miles of wire humming with a daily news service to all parts of the U.S. The department's most critical function, and politically its touchiest, is the handling of funds. Through its various agencies it makes credit available to farmers, insures their crops, and under a complicated parity formula set by Congress supports the prices of some products. In his first major action Secretary Benson announced he would regroup his 21 agencies, which carry out all these programs, into four administrative units in the interests of economy and efficiency.



**BANKING BUSINESS** administered by the department is discussed by Benson and John H. Davis, new president of Commodity Credit Corporation.



**Kodak**  
TRADE-MARK



Cute baby—proud grandparents—  
a picture to treasure

## Seconds to snap it—years to enjoy it

Warm memories lie hidden in every one of your snapshots. But to have them tomorrow you must take them today.

Wonderful picture chances happen at a moment's notice. And it's so easy to be ready for them. Just have your camera handy, loaded with Kodak Film.

Eastman Kodak Company, Rochester 4, N. Y.

**Send a snapshot with every letter**



At your dealer's—dependable Kodak and Brownie cameras for indoor and outdoor snapshots.

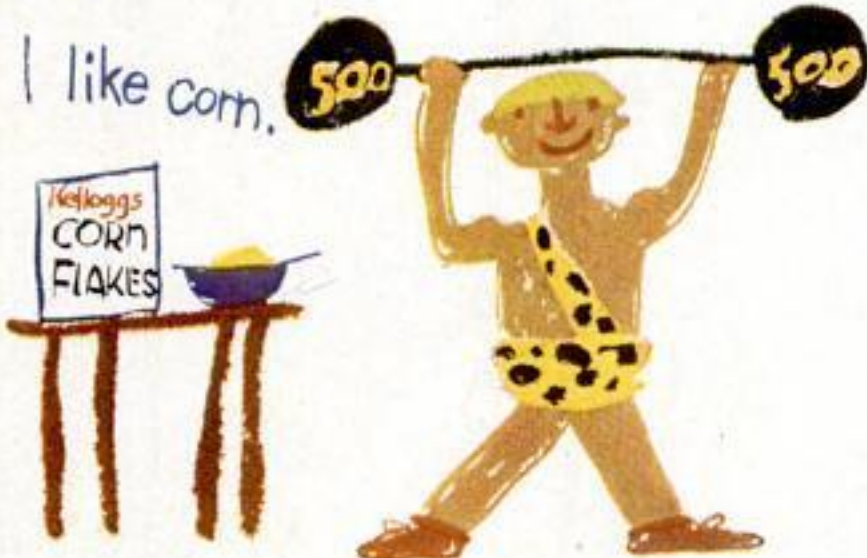
For black-and-white snapshots, Kodak Verichrome Film.  
For full-color snapshots, Kodacolor Film.





# SOME 1952 PRIZE WINNERS IN KELLOGG'S "AD-MAKERS" GUILD

When I eat corn flakes they  
Make me feel like this and  
They taste like corn to me.



Ever since  
I was a  
little girl  
my favorite  
has been  
Kellogg's  
Corn Flakes



Anyone That doesn't  
Like KELLOGG'S  
CORN FLAKES  
IS COO-COO!



This is Robert Lilien's prize winning ad. He's an 8-year-old Chicago boy who likes Kellogg's Corn Flakes because they taste good and give him so much energy.



Jamie Cohen, 9-year-old from Pittsburgh, Pa., drew this healthy-looking girl to show that Kellogg's Corn Flakes are naturally good for children. Naturally, she won a prize!



Anita Tibbets, age 12, of Long Beach, Calif., thinks that anyone who doesn't like Kellogg's Corn Flakes is a mighty strange bird. We agreed and sent her the prize!

if CUSTER had had Kellogg's CORN FLAKES  
his Last stand would have Looked  
Like this



WE'RE ALL GOBBLERS AT OUR HOUSE  
WHEN KELLOGG'S CORN FLAKES ARE SERVED



AND "TALKING TURKEY"  
I LOVE THAT CORN FLAVOR

Omigash! im Out of Kellogg's Corn Flakes



Douglas Brookhart, of Newark, Ohio, won a \$100 U. S. Savings Bond, too. His ad shows how Kellogg's Corn Flakes have been great favorites for a long, long time!



This cute ad is Mary Kay Richardson's way of showing how everyone loves the flavor of Kellogg's Corn Flakes. She's 13 and lives in Kansas City, Mo.



9-year-old Taylor White of Highland Park, Ill., won a prize with this funny ad showing how sad people would be if they *didn't* have Kellogg's Corn Flakes.



# KELLOGG'S

## AGAIN INVITES ADS FROM KIDS

**New 1953 competition  
offers cash prizes every month  
and chance at grand awards.**

Boys and girls are the real experts on how good Kellogg's Corn Flakes are. So, if you're 14 years old or less, we're inviting you to tell us in your own ad what *you* like best about Kellogg's Corn Flakes. (If you're too old to qualify, remember there's reward a-plenty for everyone in just *eating* Kellogg's Corn Flakes!)

For instance, maybe you'll want to show why Kellogg's Corn Flakes always taste so fresh—as if they had just come to you from the oven. Or perhaps you like the extra crispness of these thin, thin flakes... or their deep, deep flavor, sweet from the hearts of corn.

It may help you if you remember that Kellogg's are the *original* Corn Flakes... that no one has ever been able to make Corn Flakes as good. And remember, too, that more people buy Kellogg's Corn Flakes than any other ready-to-eat cereal in the world!

When you've thought these things over and have an idea, look at the rules on a Kellogg's Corn Flakes box. Then take your paints or crayons and make your ad. Send it along with a Kellogg's Corn Flakes box top to Kellogg's Box 300, Battle Creek, Mich.

**DISTINGUISHED JURY SELECTS WINNERS.** This trio of celebrities in the field of art is serving as the jury to select top entries among Kellogg's 1953 Admakers Guild Award Winners.



**NORMAN ROCKWELL**  
One of America's most distinguished illustrators.



**STEWART KLONIS**  
Executive Director of Art Students' League of New York.



**MILTON CANIFF**  
Talented creator of some of America's most popular comic strips.



Everyone that submits an ad gets a fine pin like this.

Your ad will make you a member of Kellogg's Junior Admakers Guild and we'll send you a swell pin to wear. And if your ad is judged one of the 10 best that month, you'll get a \$25 U. S. Savings Bond. Then, if your ad is used in a magazine or over the air, you'll get a \$100 U. S. Savings Bond besides. And if your ad is picked as one of the six best of the year in 1953, you'll be awarded a \$500 bond. So get your package of Kellogg's Corn Flakes and your colors and get started on your ad right away!

FRESH FROM **Kellogg's** OVENS

CORN FLAKES • PEP • RICE KRISPIES • ALL-BRAN • RAISIN BRAN  
40% BRAN FLAKES • SUGAR CORN POPS • SHREDDED WHEAT • KRUMBLES  
SUGAR FROSTED FLAKES • CORN SOYA • VARIETY





## ORLON—new blueprint in fashions with a care-free future!

The young idea in clothes—as in homes—is to look smart with the least upkeep. And Du Pont “Orlon” acrylic fiber makes it possible with women’s suits and dresses that have a warm, soft feel . . . an extravagant look—but new and better behavior. Their press is not just for today—but for tomorrow and tomorrow. They’re neat-keeping, pleat-keeping . . . and keep their first-day look with just easy care.

In fabrics for your home, in clothes for all the family, you’ll find lasting good looks and easy upkeep in fabrics made from “Orlon” acrylic fiber. Whether it’s a man’s rugged tweed or a curtain marquise, life will be more fun and less fuss when you look for fabrics of “Orlon.”

ORLON is Du Pont's trade-mark for its acrylic fiber.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

# ORLON®

ACRYLIC FIBER

*one of Du Pont's modern-living fibers*

E. I. du Pont de Nemours & Co. (Inc.)  
Textile Fibers Department  
Wilmington 98, Delaware



## THE HERD



## THE VICTIM



## THE KILL



# HOW TO BAG A BUFFALO

Rope the animal, aim carefully and blast away

Arizona's herd of 450 buffalo near Fort Huachuca had to be cut to 200 as a conservation measure and to make way for an artillery range. Permits were issued to 250 sportsmen to carry out the kill, each hunter paying \$25 to shoot one buffalo. From the herd (*top*) state game rangers cut out selected animals, one by one (*middle*), and in some instances held wounded buffalo with ropes (*bottom*) while the hunter banged away.



# to look TRIM

On or off  
the Job..



All popular  
Matching Colors

COMPLETELY  
SANFORIZED!

Men of Production everywhere look better on the job in Dickies. Styled to fit without binding or bunching. Dickies are built for your build.

- Top quality fabrics for long, active wear.
- Safety-Stitched for strength where it counts.
- Easy-Alter-Outlet for 1 1/2" waist expansion.
- Foot-deep pants pockets for convenience on the job.



for Men of  
Production



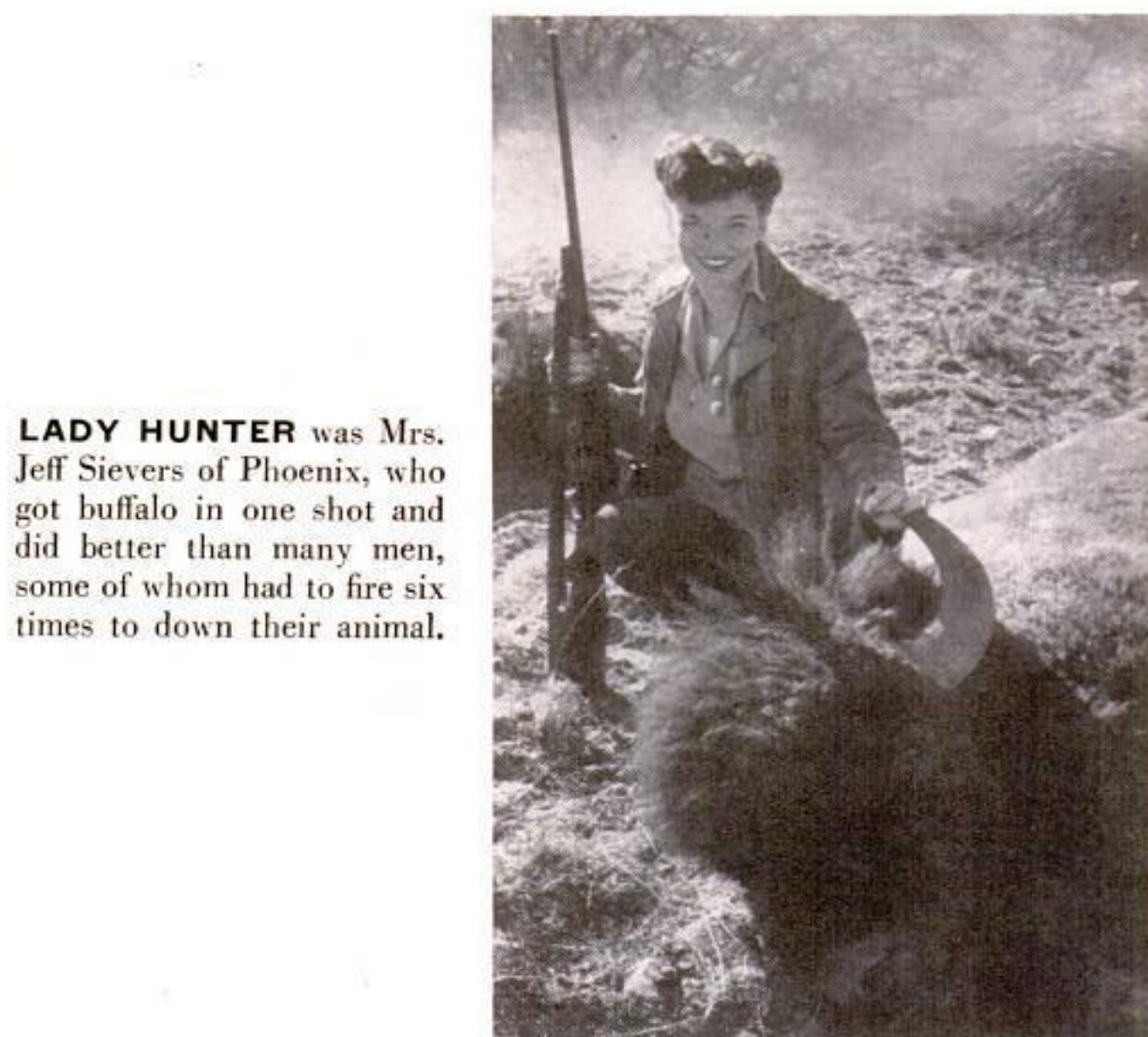
WILLIAMSON-DICKIE MANUFACTURING COMPANY  
509 W. VICKERY, FORT WORTH, TEXAS ★ New York • Somerville, N. J.  
Chicago • Bainbridge, Ga. • Fort Worth • Los Angeles  
Copyright 1953, Williamson-Dickie Mfg. Co.

Bagging a Buffalo CONTINUED

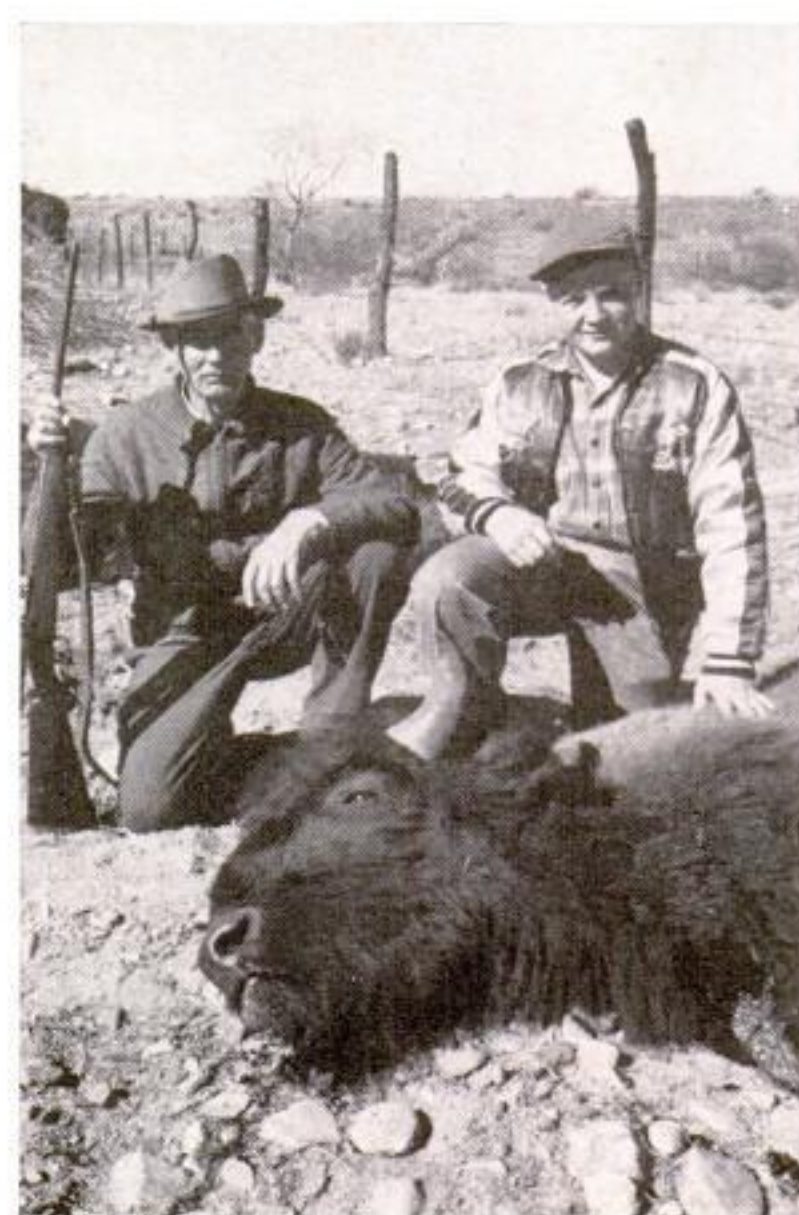
## SOMETHING FOR THEIR ALBUMS



**YOUNG HUNTER**, Ben Cleveland, 13, kneels by bull buffalo that he killed. For \$25 hunters got head, hide and one forequarter, and option to buy rest of the meat.



**LADY HUNTER** was Mrs. Jeff Sievers of Phoenix, who got buffalo in one shot and did better than many men, some of whom had to fire six times to down their animal.



**PROUD GRANDPA**, E. A. Hill, has his grandson Robert pose with him. Nearly every hunter had a cameraman along, usually someone from family, to record event.





## DANIEL WEBSTER VISITS JAMES CROW'S DISTILLERY

The great orator unhesitatingly pronounced his friend Crow's Kentucky whiskey

*"the finest in the world"*

# OLD CROW

*Kentucky Straight Bourbon Whiskey*

Pioneer distiller James Crow was proud of such praise by men like Daniel Webster, Henry Clay and other celebrities of his day. Today, millions of men who know fine whiskey hold Old Crow in the same high esteem . . . proof of the fact that this historic brand has maintained its traditional high quality.

**A TRULY GREAT NAME**

*Among America's Great Whiskies*



100 PROOF • THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY



NOW! SERVE  
BETTER  
MEATLESS MEALS!

this selected top-grade tuna gives you

# More protein than beef

- actually 25% more!

*Protein—nature's body-builder—  
strengthens nerves and restores muscle.*

*You need it every day.*

*So when you plan a meatless meal, remember:  
delicious Breast-O'-Chicken Tuna  
provides more protein than beef!*

REDUCING? Breast-O'-Chicken Tuna gives you needed protein with moderate calories. On a high-protein diet? This Hi-Protein tuna adds variety to menus—and saves you money.



SANDWICHES made with Hi-Protein Breast-O'-Chicken Tuna are not only easy and inexpensive, they're a perfect food for active, growing youngsters. Breast-O'-Chicken's high protein builds muscle.



HEARTY, LOW-COST DISHES. With rice, spaghetti, noodles or macaroni, Breast-O'-Chicken Tuna provides a Hi-Protein main dish—at a low cost.



No doubt you think of beef as the standard for protein foods. Yet Breast-O'-Chicken Hi-Protein Tuna gives you *more* protein than beef—and just as *complete* protein, too!

So light in color, so tender, so delicate in flavor, Breast-O'-Chicken Hi-Protein Tuna is still one of the most *nourishing* foods you can put on your table. This specially selected, top-quality tuna, with its high-protein content, lets you serve hearty, satisfying meals at very low cost.

It's your answer to *better* meatless meals. Get Breast-O'-Chicken Hi-Protein Tuna.

Breast-O'-Chicken  
hi-protein  
**TUNA**

Breast-O'-Chicken  
means best-o'-tuna



SOLID PACK  
(WHITE LABEL)



CHUNK PACK  
(GREEN LABEL)

SAME PREMIUM QUALITY  
IN EITHER CAN!

Free recipe book! *Colorful and practical.* Write Westgate-Sun Harbor Co., Dept. L-1, 28th St. and Harbor Drive, San Diego 13, Calif.



1937



1953



SIXTEEN YEARS AGO 8-YEAR-OLD BERNARD (LEFT) SOBERLY DIRECTED TRAFFIC ON ATLANTA STREET AND TODAY, AS NEW PATROLMAN, HE DOES SAME THING

## DREAM OF GLORY—ATLANTA STYLE

**Bernard Blackwell, who first put on the uniform at age of 3, becomes a full-fledged policeman at 24**

As little boys will, Bernard Blackwell of Atlanta decided at the age of 3 to become a policeman. His ambition was encouraged by his favorite friend, City Patrolman No. 360, a kindly man named J. D. Stribling who gave his admirer a miniature uniform, had him "sworn

in" to the force and made him police mascot. By the time Bernard was 8 in 1937, he had his own key to the call box and had his picture taken directing Atlanta traffic (*above, left*).

In 1941 Patrolman Stribling died and Bernard was growing too old to play policeman.

He finished high school, worked in a bank, started college. But he never lost his boyhood dream. Last May he applied for a place on the Atlanta police force. Today Patrolman Bernard L. Blackwell, badge number 360, is at 24 a rookie whose experience goes back 21 years.





The age-old secret of softer skin is true today! "It is well established that men who sort wools in the grease form . . . develop very soft hands," says F. Eugene Ackerman, President of the Wool Bureau.

## In the gentle hands of shepherds they found *the clue to* *gentler shaving*

For centuries, people have known that men who tended sheep had amazingly firm, smooth hands. Yet this went against all sense: *How could these men, tending flocks in chill blasts and scorching sun, have skin so clear and smooth?*

And then someone came up with the answer! A mysterious natural substance in the fleece of lambs and sheep acted to prevent irritation in human skin. This discovery has made possible one of the most important steps forward in modern shaving . . .

### Concentrated skin benefits!

Now scientists confirm that discovery and concentrate 25 times as much of this beneficial substance in a new ingredient—LANOTRATE<sup>25</sup>—which lets you shave close as you wish without irritating your skin.

With active LANOTRATE<sup>25</sup>, found only in the new Williams shaving creams, you:

1. Actually increase water's ability to penetrate and soften stubborn stubble—for closer shaves . . .
2. Protect your skin with a lubricant coating that eases the razor across your face—for faster shaves . . .
3. Leave active LANOTRATE<sup>25</sup> on the face—easily absorbed, to condition your skin for shaves to come.

Buy the new Williams Lather, Brush-

### 251 skin specialists acclaim use of new LANOTRATE<sup>25</sup>\*

Registered skin specialists were asked what they thought of the new Williams Shaving creams with LANOTRATE<sup>25</sup>. Here are typical replies: (Actual letters in our files)

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave." . . . M. D., Waterbury, Conn.

"Excellent for skin; in fact, I do not know a better shaving cream." . . . M. D., Watertown, Mass.

"I believe it to be a distinct advantage." . . . M. D., Boston, Mass.

\*LANOTRATE<sup>25</sup> is a liquid multiterol extract which is a non-ionic, surface-active agent. The active factors in this product are free sterols and related compounds.

less—or the new Williams Instant Lather in the pressure can. See how your razor glides across your cheek!

### Special introductory offer

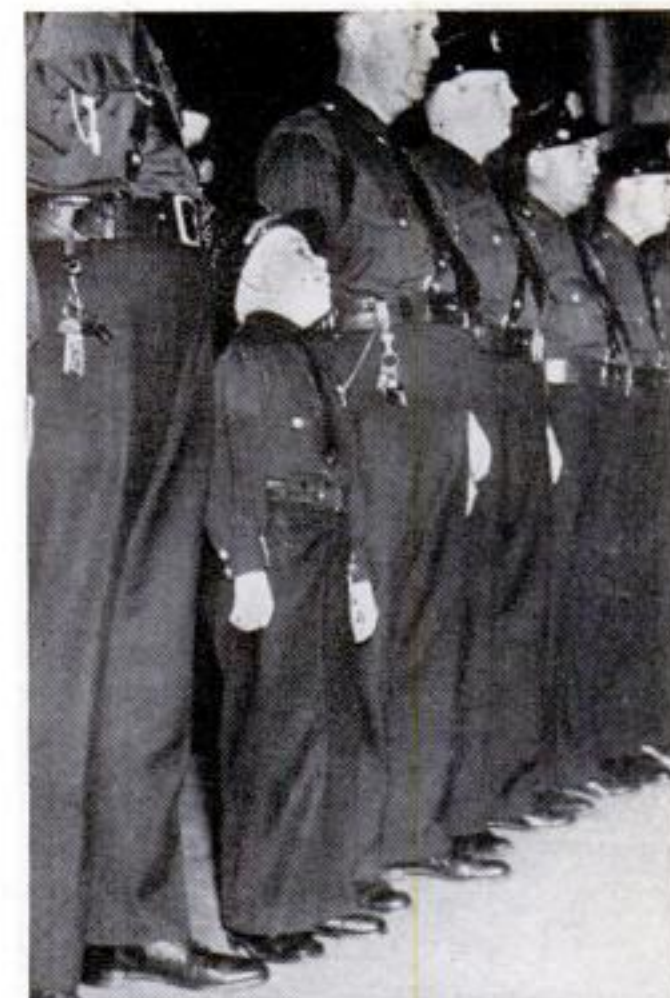
Buy the new Williams today. If you don't agree that it is what you have wanted for years, mail the partially used container to us and we'll send you your money back, plus postage.

### EXCLUSIVE IN WILLIAMS,

LANOTRATE<sup>25</sup> brings you special benefits no matter which type of shave cream you prefer: Williams Lather, Williams Brushless, and the new Williams Instant Lather, the "push-button" shave in a pressure can.



TAKING OATH at 3, Bernard saluted Police Chief T. O. Sturdivant.



LINING UP with the force at age 8, Bernard strained to stand straight.



ROLL CALL for early morning watch includes Rookie Blackwell (front row, center). He is taking law courses, hopes someday to be a juvenile court judge.



SHOVING LAW-BREAKER into wagon, Bernard helped cops at age 8.



PINCHING A DRUNK, he now (left) has gentler but firmer touch.



Enjoy *today's* most pleasing cigarette with this assurance: No other leading cigarette is less irritating, or easier on the throat, or contains less nicotine than Old Gold. This conclusion was established on evidence by the U. S. Government.



Photographed at Lago Mar, Fort Lauderdale, Florida    Play suit by Brooke Cadwallader

If you want a Treat instead of a Treatment...remember...

**OLD GOLD** *treats you right*







Known by the Company it Keeps



Seagram's V.O.

CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD  
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.





## OVER THE LIP ON DEAD MAN'S CURVE

**Death leads driver of Swiss four-man bobsled team astray in championship test in Bavarian Alps**

Approaching Dead Man's Curve on the bobsled run at Garmisch-Partenkirchen in the Bavarian Alps, Felix Endrich of the Swiss team was hitting 50 mph. A few days before, he had steered the Swiss two-man sled to a world championship and now was making a trial spin

for the four-man event. But 100 yards from the curve the sled got out of control. Careening high up on the 15-foot-high retaining wall of ice, it grazed a flagpole, shot up over the track's icy lip as the four men were tossed in all directions. The sled-stretchers, waiting

at the turn, rushed the sledgers down the slope. The rear brakeman suffered a sprained ankle; two others were seriously hurt. But driver Endrich, whose bride of a month was watching, died before reaching the hospital, the second victim of Dead Man's Curve in two years.

CONTINUED ON NEXT PAGE



# Red, White and You!

Yes, you're the one we mean. Add milk to a package of Pillsbury White Cake Mix (red cherries and whipped cream for filling and topping) and aren't you wonderful? Pillsbury, the best-selling cake mixes, by far. Why don't you get in on a good thing today?



**Cherry filling:** Combine  $\frac{3}{4}$  cup sugar, 2 tablespoons corn starch,  $\frac{1}{4}$  teaspoon salt. Stir in 1 cup liquid (juice drained from No. 2 can of red sour cherries plus water). Add  $\frac{1}{8}$  teaspoon red food coloring, if desired. Boil for 5 minutes, stirring constantly. Add cherries; cool. Spread between cooled, baked layers of Pillsbury White Cake Mix. Top with whipped cream.



**Milk is all you add**

No eggs to buy. No flavorings or extras of any kind required. These are complete mixes. Finest ingredients money can buy.

# Pillsbury Cake Mixes

WHITE... CHOCOLATE FUDGE... GOLDEN YELLOW

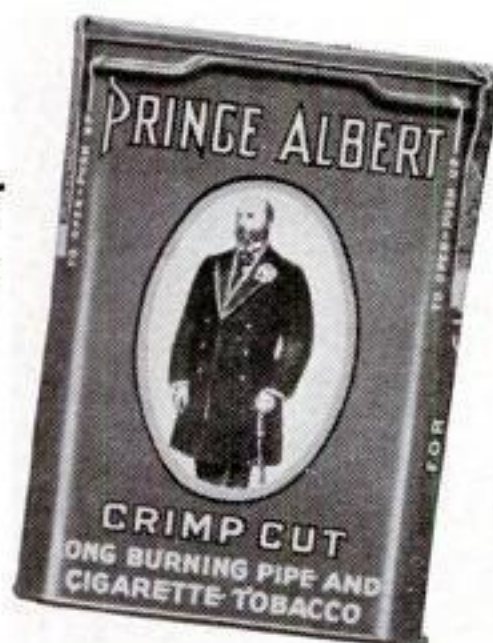


**MORE MEN SMOKE**



**Prince Albert**

than  
any other  
smoking  
tobacco



R. J. Reynolds  
Tobacco Co.,  
Winston-Salem, N. C.

**Best for  
every lighter!**

**RONSONOL® LIGHTER FUEL**

For fluid fuel lighters

Lasts Longer! Big 4 oz. can  
Lights Instantly! **25¢**  
Burns Cleaner!  
Pleasant Scent!

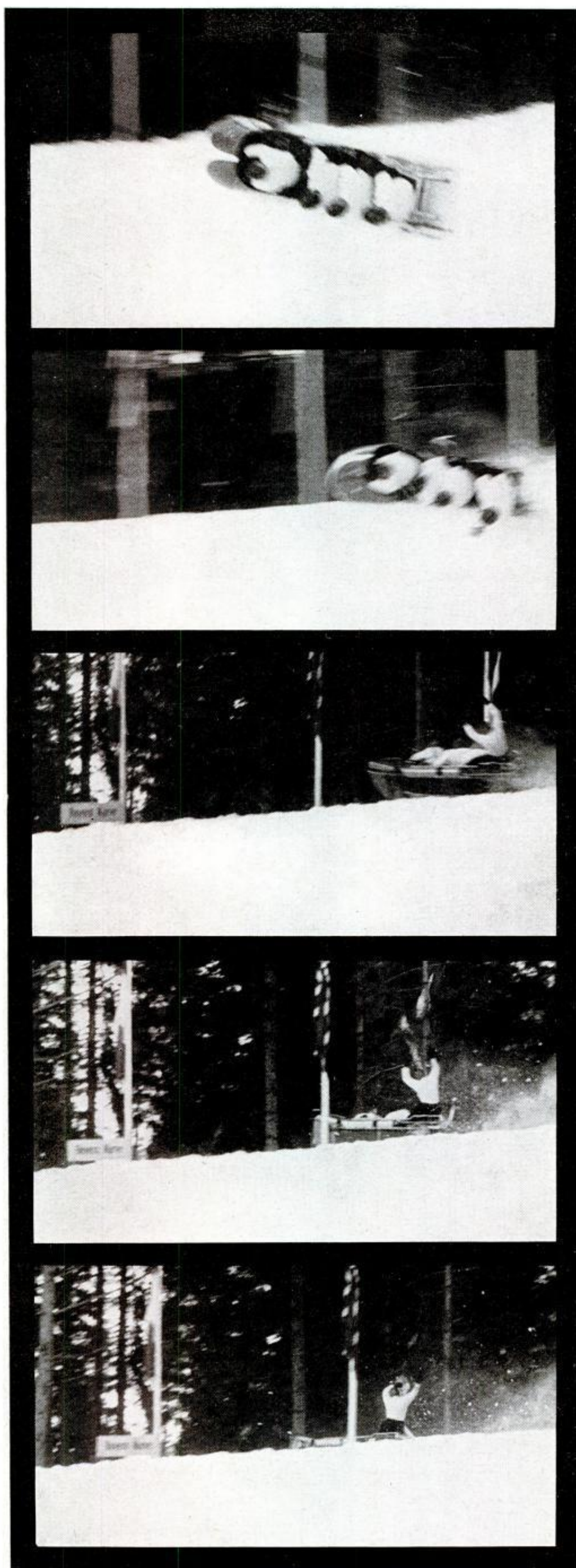
**RONSON® REDSKIN® 'FLINTS'**

Super Sparks! Handy Five-Flinter  
Instant Lights!  
Last longer because they are longer! **15¢**

THIS SURE-FIRE TEAM MADE BY **RONSON**  
MAKERS OF THE WORLD'S GREATEST LIGHTER

Dead Man's Curve CONTINUED

# FLAG SAVES SWISS BRAKEMAN



**FATAL MOMENT**, caught by NBC television newsreel, shows Swiss sled headed for disaster (top) with crew leaning left. In center picture Brakeman Fritz Stoeckli grabs desperately for Austrian flag and pulls himself upward as mates (bottom) vanish over lip. He landed on top of a jeep, practically unhurt.

CONTINUED ON NEXT PAGE

NOW YOU CAN  
*Decorate  
for  
Dimes  
with*

**CLOPAY  
WINDOW  
SHADES**

Perfect Companions for  
CLOPAY WEAV-TEX DRAPERIES  
featured on the next page

FROM OLD  
TO NEW . . .

*in 3 minutes  
and 59 cents*

That's all it takes to put crisp new Clopay Washable Window shades at your windows.

1. **RIP** old shade from roller!
2. **MOISTEN** patented fastening strip on new Clopay Shade.
3. **ATTACH** old roller to new Clopay Shade.

It's quick, easy, inexpensive.

★ GUARANTEE OR REFUND OF MONEY  
IF NOT AS ADVERTISED THEREIN

- |  |                               |
|--|-------------------------------|
| <b>CLOPAY WASHABLE</b>   | <b>59¢</b>                    |
| Washes clean. Water-, fray-, tear- and crack-resistant. 36" x 6' size 89c with roller.                   | <small>WITHOUT ROLLER</small> |
| <b>CLOPAY ALL-PLASTIC</b>  | <b>\$1.19</b>                 |
| Wipes clean with damp cloth. Water-, fire-, tear- and crack-resistant. 36" x 6' size \$1.39 with roller. | <small>WITHOUT ROLLER</small> |
| <b>CLOPAY LINTONE</b>  | <b>29¢</b>                    |
| Clean easily with gum eraser. 36" x 6' size, 49c with roller.  | <small>WITHOUT ROLLER</small> |

Buy Clopay Window Shades and Weav-  
Tex Draperies featured on next page  
at your 5 & 10c, Variety, Hardware  
or Department Store.

Before you pay, Be sure it's **CLOPAY**

\* Prices slightly higher Denver and West  
CLOPAY CORPORATION, Clopay Square, Cincinnati 14, Ohio





**EARLIER TRIUMPH** in two-man race brings swig for Endrich and hug from Brakeman Stoeckli.



**HAPPY COUPLE**, Endrich and his bride, beam after finish of two-man bobsled run. Endrich wears

old-fashioned U.S. football helmet which many foreign bobsledders use to guard against head injury.

## SWIGS AND SMILES, THEN THE TRAGEDY

Felix Endrich was a 32-year-old office machine salesman from Zurich who won the Olympic two-man bobsled title in 1948 and had the reputation among fellow bobsledders for being a daredevil. He insisted on using the old rope method of guiding instead of a modern steering wheel. Disregarding warnings of conservative oldtimers he liked to skid perilously close to the top of the icy wall on Dead Man's Curve aiming for more speed on the downward, left-hand plunge out of the turn.

Nobody knew for certain whether these tendencies were responsible for the disaster, or whether Endrich blacked out, or whether he was hit in the face by a flying piece of ice in his wild ride. But Brakeman Stoeckli, speaking for the survivors of the crash, said afterwards, "None of us on that sled will race again."



**ILL-FATED START** of four-man trial run shows Endrich tense as his mates strain for a push-off.

**ENDRICH'S WIDOW**, having learned of husband's death, is comforted by Brakeman Stoeckli.







Garment bags  
\$2.50 to \$4.95



Play ponds  
\$9.95 to \$19.95



Raincoats  
\$3.95 to \$8.95

IF THEY DON'T HAVE THE

**Koroseal**

BY

LABEL THEY'RE NOT REAL KOROSEAL

**B.F. Goodrich**



Garden hose  
50 ft., \$9.80



Car-travel bags  
\$2.98 to \$6.49



Furniture  
upholstery



Clopay Weav-Tex Draperies—Geometric Pattern

Dinette chair by Arvin Industries, Inc.



Bridal Wreath Pattern



Paradise Pattern (magnified)

## Wrinklefree, rainproof draperies that look like expensive fabrics

### *Koroseal brings you and your family easier, better living*

THEY'RE the newest in Clopay draperies made of Koroseal flexible material—as good looking as expensive fabrics—yet cost only \$1.98 per window. They're absolutely waterproof. Rain through an open window can't hurt them.

Wrinkles come right out after they hang a little while, because they have a new kind of texture (see photo at lower right). You almost have to see and feel them to believe it. They have a beautiful, dull finish. They're easy to clean; you'll

notice the difference in housework chores. Most dirt rolls off or brushes off, but you can use soap and water as much as you wish.

A heavier kind of Koroseal material makes modern furniture upholstery. That dinette chair the man is standing on is washable, practically scuffproof, will look like new long after any ordinary material would be worn, scratched and old looking.

You can spill just about anything on Koroseal upholstery and wipe it

right up again. Finger marks, puppy footprints, grease, crayon, even paint, do no harm if wiped off soon after the accident happens. With little effort, almost no work, it's like having new furniture a dozen times a year.

Koroseal flexible material makes raincoats so light you can fold them into a pocket or purse—yet they won't stick even if you put them away wet. It makes garden hose a third lighter than ordinary hose, shower curtains, garment bags, baby pants and dozens of other things.

Look for things made of Koroseal in all kinds of stores whenever you want

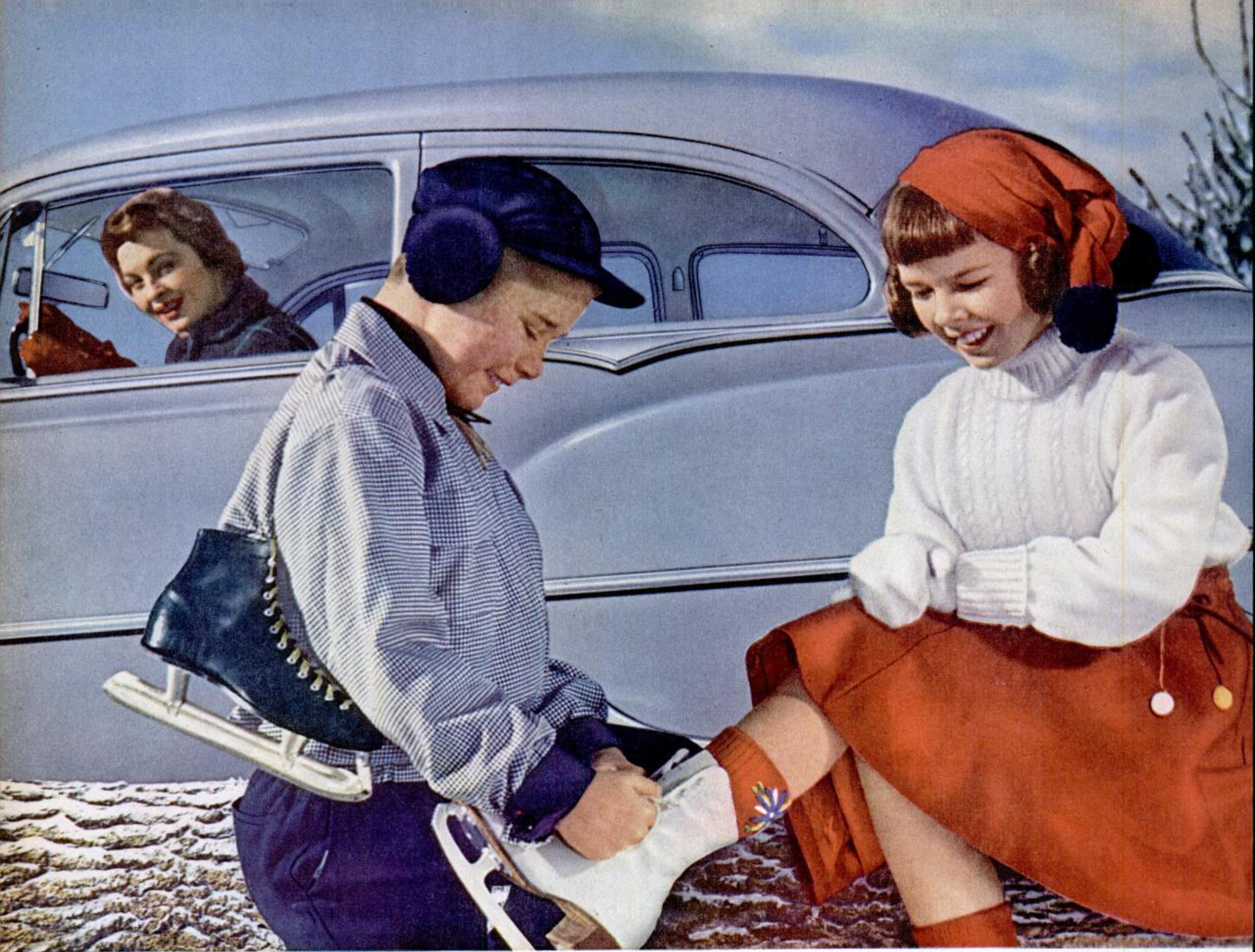
things that stay new looking, that are easily cleaned, but be sure to see the Koroseal label. (If they don't have the label, they aren't real Koroseal.) *The B.F. Goodrich Company, Koroseal Division, Marietta, Ohio.*

Trade Mark—Reg. U. S. Pat. Off.

**Koroseal**  
FLEXIBLE MATERIALS  
BY

**B.F. Goodrich**





# Winter Wise

WINTER can be a pleasant season if you and your car are equipped for it.

So it's good to know the car of your choice offers the extra winter-protection of the most modern and scientific car body engineering.

And you can enjoy this certainty if your car has Body by Fisher.

Typical of Fisher Body engineering care is the 20° below zero refrigerator test of push-button door handles, window panel controls, and locks. This test, one of many, helps

assure smooth operation on frigid days.

Such attention to details, of course, is one of the reasons so many motorists call Body by Fisher—"the best body built."

With Body by Fisher you also enjoy sleek style, rich appointments and deep-cushioned comfort. But remember such advantages are yours in only five cars. These favored five—Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac—alone give you the supreme satisfaction of Body by Fisher.

## Body by Fisher

*Exclusively Yours* on the five General Motors cars: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC







IN HER ONE-ROOM FRANKFURT APARTMENT, SUPPORTED ON \$127.50 MONTHLY ALLOTMENT AS A SOLDIER'S WIFE, MRS. URABAZO EATS HER LONELY LUNCH

## LOVE OR THE LAW?

One draws Belgian bride to GI husband; other keeps them apart

In the eyes of Nazi courts in 1942, 18-year-old Anne Elizabeth Craps was a criminal. Forced to leave home in Brussels and work in a German factory, Anne Elizabeth had torn down a Hitler portrait and used an *Essenkarte* (ration card) she had found to get illegal bread for French prisoners. A German court sentenced her to three years at hard labor.

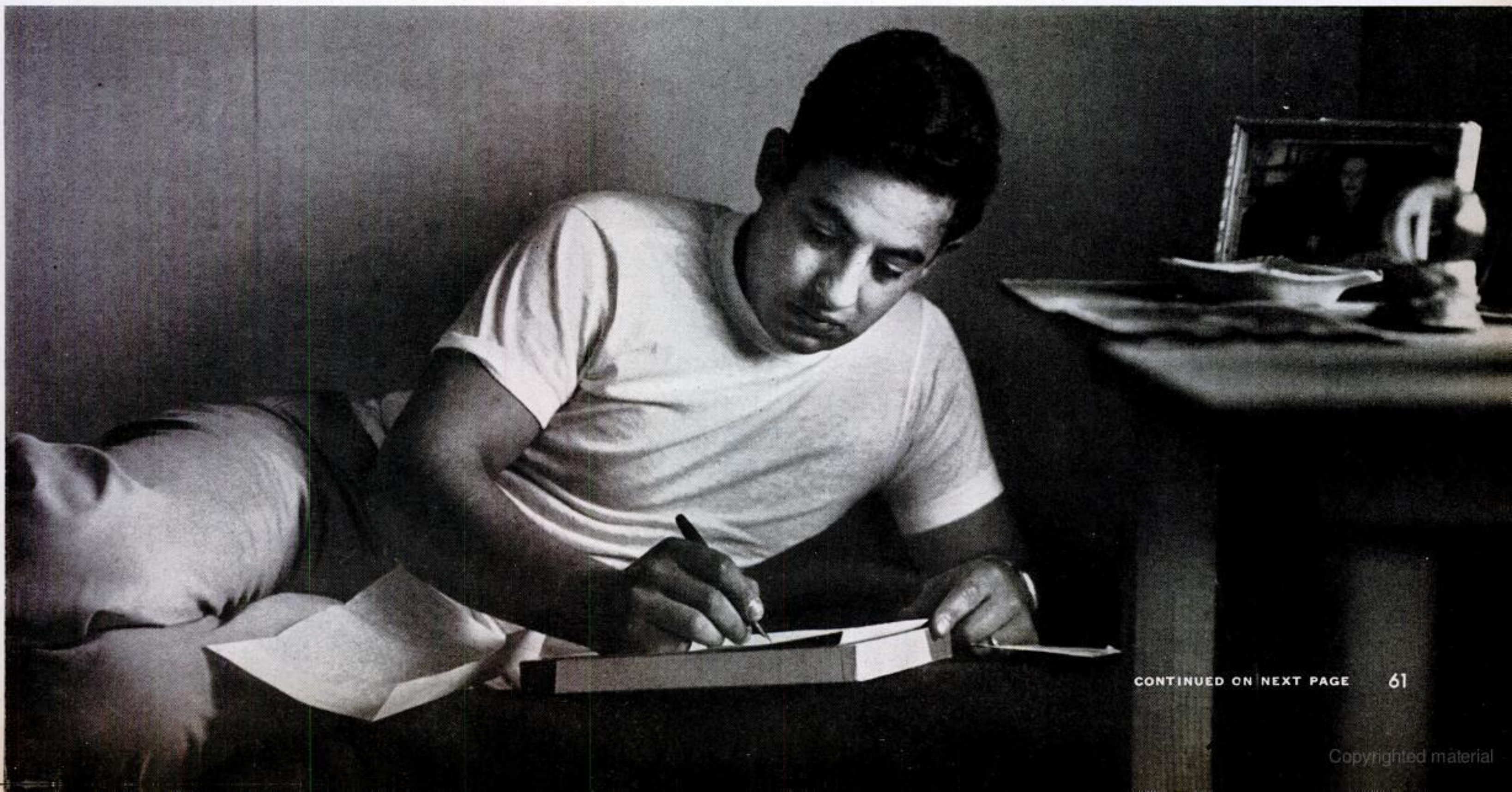
Back in Brussels after the war, she met Ray Urabazo, an American airman, and married him just two weeks before he was transferred to Mather Air Force base in California. But when

Staff Sergeant Urabazo sent for his Belgian bride, the State Department barred her from the U.S. because of her "criminal record." For a year the Urabazos have pleaded that Anne's crimes were "acts of resistance" or, at worst, "political offenses." At last a German court wiped out the charges of defaming Hitler and associating with prisoners. But last week, as the buck was still being passed between German and U.S. officials, Anne was still being kept out of the U.S. by one charge, "forging" the ration card to get food for the prisoners.



WEDDING PHOTO shows Ray and Anne, whom he met as a waitress, after ceremony in Frankfurt.

ON HIS BARRACKS BUNK AT A CALIFORNIA BASE, STAFF SERGEANT RAY URABAZO SPRAWLS OUT TO WRITE A LETTER TO HIS OUT-OF-REACH BRIDE IN GERMANY







are  
you  
worried  
about  
smoking  
too  
much?



Do one simple thing  
and *stop* worrying.  
Take one simple  
precaution and *enjoy*  
smoking.  
*Filter every cigarette  
you smoke... with  
a Denicotea Holder.*



**This filter does it**  
Your cigarette smoke must  
pass through this efficient  
filter to be cleansed.



**After 20 cigarettes**  
Filter turns black with  
absorbed tars and nicotine—  
harmful irritants that  
might otherwise be  
absorbed by you.  
*Throw it away and  
put in a fresh filter.*

*For safer, more  
enjoyable smoking*

dunhill

DE-NICOTEA

FILTER HOLDER

*Used and highly recommended by  
many physicians and dentists all over  
the world.*

The smart, slim Denicotea Holder  
comes in various lengths, finishes and  
colors. 2.50 and 3.50 including extra  
filters. At stores everywhere.

Love or Law? CONTINUED



**AT LIBERATION** from German prison in 1945, Anne Elizabeth wore wig. Nazis had shaved her head and given her 20 lashes for attempting to escape.



**SLAVE LABOR SHOP**, where Anne worked as a forced laborer, was the Junkers plant in Kassel. This is where the ration card incident took place.



**HER FATHER**, Victor Craps, holds up Allied and Belgian certificates he was awarded for hiding downed U.S. airmen from Nazis in attic of his fish store.

CONTINUED ON PAGE 65



### Look AT THE STYLING

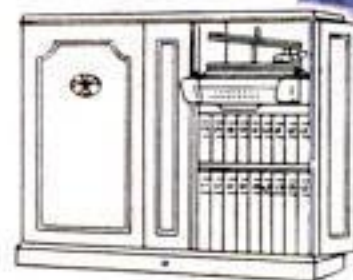
Admiral offers you the finest in furniture artistry . . . tasteful styling, enduring construction, flawless finish. Each Admiral cabinet—traditional, modern or provincial—is dramatically distinctive, yet blends harmoniously with home décor. Typifying matchless Admiral cabinetry is this stunning 21" TV Model 221DX26L with Super Dyna-Ray picture tube—252 square inches . . . Cascode Long Distance Chassis . . . TV Tone Control.

3 "Looks" tell why  
Admiral is your best TV buy



### Look AT THE PERFORMANCE

Admiral TV gives you bigger, better, *steadier* pictures . . . powered by the amazing Super Cascode Long Distance Chassis—breathtaking performer in city or "fringe". Plus—*UHF* reception 2 ways . . . with interchangeable tuning strips for built-in Turret Tuner . . . or the all-channel way with exclusive 82-Channel Tuner! See this brilliant performance in Model 322DX16 with 21" Super Panoramic non-glare picture tube—245 square inches . . . "TV-Integrated" radio . . . Super "600" Triple-Play Phonograph.



# Admiral

WORLD'S LARGEST TELEVISION MANUFACTURER

FIRST IN VALUE . . . STYLE . . . PERFORMANCE

### Look AT THE VALUE

Whatever the model, whatever the cabinet style you choose, you'll be amazed at Admiral's sensational savings! For example, 21" TV is yours at the price of other 17" sets in handsome Model 121DX11—America's Most Wanted TV Set . . . Value so highly favored that *popular demand consistently exceeds ever-increasing production!* With Cascode Chassis . . . 21" Dyna-Ray picture tube—ebony finish, only \$199.95. Base optional.

On TV—See and hear Bishop Fulton J. Sheen, "Life is Worth Living." See local paper for time and station. Prices include Federal Tax and warranties—subject to change without notice



# When you know your beer

## ...IT'S BOUND TO BE **BUD**



Ever notice how *so many* people call for Budweiser? Its matchless flavor makes good food and good fellowship more enjoyable. Produced by the *costliest* brewing process known, the distinctive taste of Budweiser has pleased *more people by far, than any other beer in history.*

Order  
**Budweiser®**  
Today

ANHEUSER-BUSCH, INC.  
ST. LOUIS, MO. NEWARK, N. J.



When you know your beer...  
it's bound to be **BUD**



# NO HELP HERE FOR THE BRIDE



**AMERICAN** Samuel Reber, acting U.S. high commissioner in Germany, declined to help. He said present immigration laws took case out of his jurisdiction.



**GERMAN** Theodor Heuss, president of West Germany, turned down Anne's personal plea. He said he had no power to alter or erase criminal record of the Nazi court.



**U.S. CONSUL** in Frankfurt, C. Montagu Pigott, turned up his hand saying, "We cannot be ruled by compassion. We must adhere strictly to the law."

CONTINUED ON NEXT PAGE



I asked the experts:  
"What Sewing Machine shall I buy?"

this is what they told me:



"Choose a sewing machine made by an *old, reliable* company which specializes in sewing machines.

"Make certain you choose a modern machine which can do the most varied sewing without the use of *troublesome, timewasting attachments*.

"Look for a machine which is *simple to operate* and has a minimum of moving parts—thus assuring dependable service.

"Be sure the machine you buy has a *full rotary* mechanism for smooth, steady operation even at high speeds."



SEW ON BUTTONS



MAKE BUTTONHOLES



MONOGRAM



APPLIQUE

# PFAFF®

MEETS ALL THESE REQUIREMENTS!

Since 1862 Pfaff has been a world leader in the manufacture of quality sewing machines for home and industry. Pfaff's modern engineering-design gives you a sewing machine which can be depended upon for top-notch performance. Pfaff is built to last a lifetime.

Only Pfaff has the exclusive DIAL-A-STITCH which lets you perform so many different sewing operations *without extra attachments*. You can monogram—applique—darn—sew straight and reverse—embroider—overcast—blind hem—zig-zag—sew on buttons—bar tack—even make buttonholes just by the flick of the DIAL-A-SWITCH that operates like dialing a radio.

Pfaff's full-rotary mechanism assures smooth, even sewing at both low and high speeds.

The superb performing ability of the precision crafted Pfaff is backed by a written lifetime guarantee. In every way, you'll be pleased to own a Pfaff.

LOOK FOR THIS EMBLEM OF INTEGRITY



Visit your nearest Pfaff dealer and see this miracle of sewing. Or send the coupon for information on how you can join the parade of millions of Pfaff owners who save money while dressing better.



CHOOSE FROM COUNTLESS STUNNING CABINET AND PORTABLE MODELS . . .



GET THE FACTS! SEND FOR A COMPLETE PFAFF BOOKLET AND A VALUABLE

**FREE NEEDLE-THREADER**

PFAFF SEWING MACHINE CORP., Dept. L2  
820 Greenwich Street  
New York 14, N. Y.

I would like a FREE PFAFF needle-threader and more information about the Fabulous Pfaff. No obligation, of course.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

©1953 U. S. PFAFF SEW. MACH. CORP.





**EMINENT  
CHILD DEVELOPMENT  
AUTHORITIES AGREE:**

*"Girls, of all ages, are always happier, seem to acquire new poise and self-confidence when they know that their clothes are properly fitted and styled in accordance with the accepted fashion of the moment."*



**Accepted by wise mothers for their superb fit, their exquisite fashioning, their excellent value.**

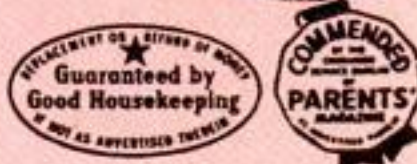
*Left:* Fitted 100% wool worsted gabardine coat with brocade shawl collar and brocade cuffs. In navy or red.

*Right:* The Kingscourt Check coat trimmed with touches of faille. In navy or grey 100% wool worsted check.

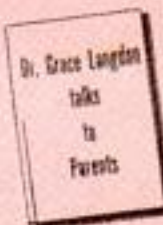
Both styles feature Add-A-Year® Hems that let out for an extra season's wear

Sizes 1 to 4 with hat; sizes 3 to 6x coat only; about \$20.  
 Sizes 7 to 14 coat only about \$25.

Matching hats for sizes 3 to 14 about \$4.



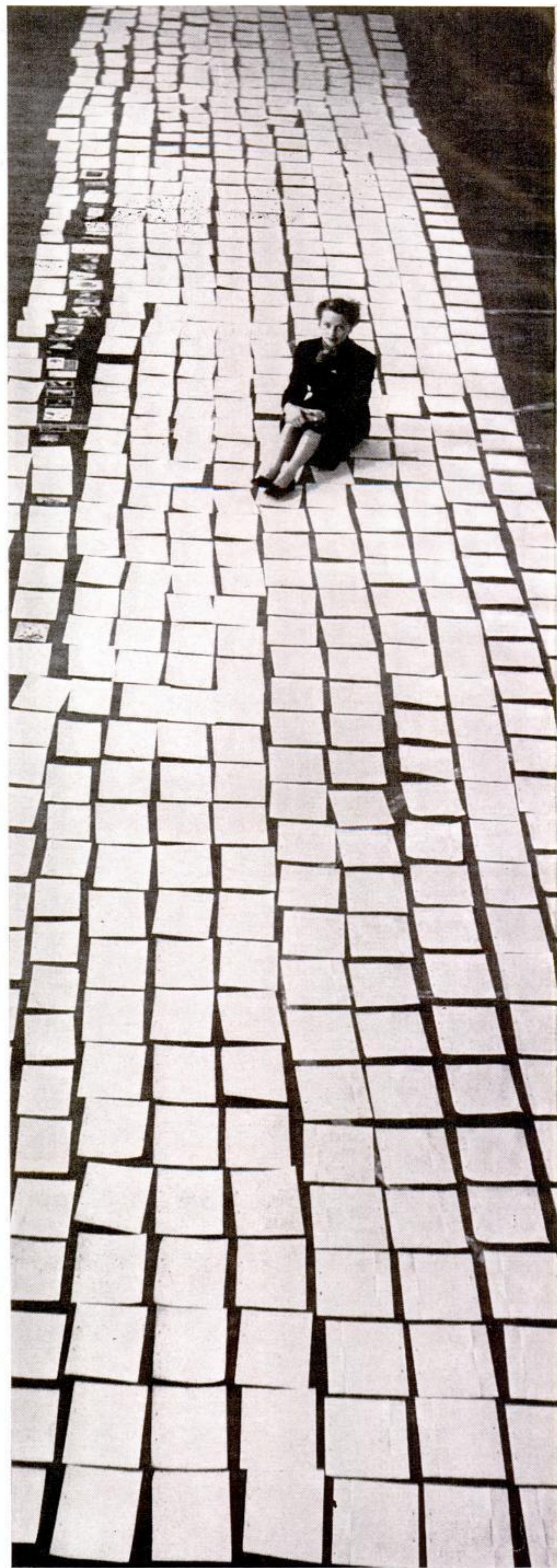
*Write for Free booklet*



Discusses child development, gives invaluable advice. Written by Dr. Grace Langdon, leading child development authority.

At leading stores or write **BAMBURY FASHIONS • 520 Eighth Avenue, New York 18, N. Y.**  
 © 1953, Rosenblatt & Kahn, Inc. \*Reg. U. S. Pat. Off.

## Love or Law? CONTINUED



**A YEAR OF LETTERS** from Ray, 280,000 words written on both sides of 700 sheets, are spread out by Anne. To keep up her hopes, Ray has written every day since transfer in January, 1952, recently told her that U.S. Senator Robert Kerr of Oklahoma, his home state, may introduce special bill to help.



Sure as shootin'...



...if you like peppermint,  
you'll love Stik  -pep!

Life Savers...the candy with the hole...Still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORP. IN THE UNITED STATES AND BY LIFE SAVERS LIMITED IN CANADA.



# Pierced 20 times, LIFE GUARD



**National Indoor Archery Champion** Jerry Amster shot twenty hunting arrows deep into the New LifeGuard Safety Tube. Air pressure



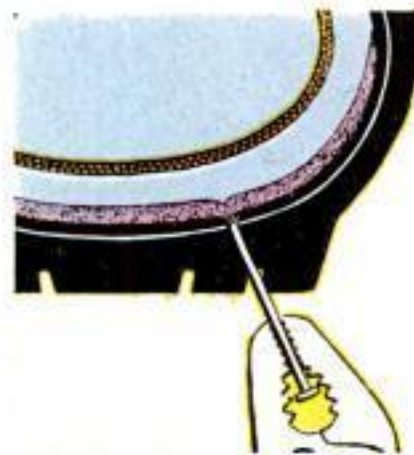
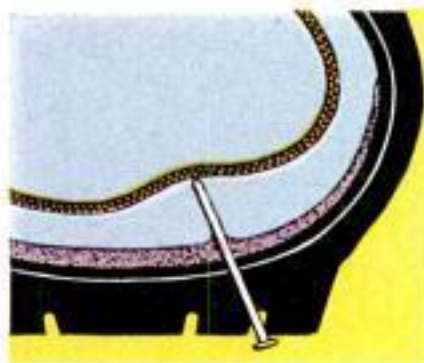
was checked before these twenty arrows pierced the tube, checked after the arrows were removed. There was *no* loss of air pressure!

## NEW LIFE GUARD SAFETY TUBES



# WARD STILL HOLDS AIR!

## Champion archer shows how LifeGuards SEAL THEIR OWN PUNCTURES!



Here's dramatic proof that the New LifeGuard Safety Tube will seal the punctures you're likely to get. Pierced 20 times, this tube still maintained correct air pressure!

As you see, the puncture-sealant in the tube flows around the puncturing object as it enters, seals the puncture completely as it is removed—there is *no* loss of air pressure!

## SAFE AGAINST ALL BLOWOUTS!

SINGLE CHAMBER



LIFEGUARD  
double air chamber



Only a double air chamber can give you complete safety against *all* blowouts! For no matter how large the blowout of the outer tube and casing, the *inner chamber still holds air* that lets you come to a safe, controlled, straight-line stop.

Only the LifeGuard gives blowout protection proved by 18 years and millions of miles of driving!

## SAVES YOU 20% TO 43% PER WHEEL!

This is the only 100,000-mile re-usable protection! The only protection against both blowouts and punctures that won't wear out when your tires wear out!

You can re-use your New LifeGuard Safety Tubes in 3 or more sets of tires for 100,000 miles or more of blowout-safe, puncture-safe driving! Thus you save 20% to 43% per wheel over other methods.

You can use new LifeGuards in your present tires. Or have new LifeGuards installed when you buy your new car. You'll get full value for original equipment tubes and you'll never notice the small extra monthly payment. See your Goodyear dealer soon!

For the world's greatest combination of safety, comfort and mileage, buy Goodyear tires and equip them with New LifeGuard Safety Tubes. Remember . . . more people ride on Goodyear tires than on any other kind! Goodyear, Akron 16, Ohio.



America needs better, safer roads. Let's bring them up to PAR

by **GOODYEAR**

LifeGuard, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio





America's most famous drink recipes—soon to be published by Farrar, Straus & Young.

## AUTHOR CALLS RUM GREATEST WINTER DRINK

Hot Buttered Rum, Hot Rum Toddy, Tom & Jerry chosen by Author of "The American Drink Book."

STOWE, VT.—Feb. 20—Guests at Logwood, popular ski lodge here, were entertained by S. S. Field, author of the forthcoming "American Drink Book," who demonstrated Early American methods of making hot rum drinks.

"Hot drinks with rum," he said, "have been winter favorites in America from pioneer days." He named as the three greatest Hot Buttered Rum, Hot Rum Toddy and Tom & Jerry.

Mr. Field called rum the ideal "winter warmer," recommending it for stay-at-homes as well as outdoor enthusiasts.

"The best choice in rums today," he added, "are the Puerto Rican varieties because of their dry flavor and lightness of body."

For additional Rum Recipes, see your dealer or write Dept. 89, Rums of Puerto Rico, 600 Fifth Avenue, New York City.



Rum Highball  
...delicious year 'round favorite.

**SHOPPING GUIDE:** There are many rums on the market. In selecting your brand, look for the mark "Puerto Rican Rum" on the label. This assures that the rum has the maturity required by law—distilled, aged and bottled in Puerto Rico, Rum Capital of the World.

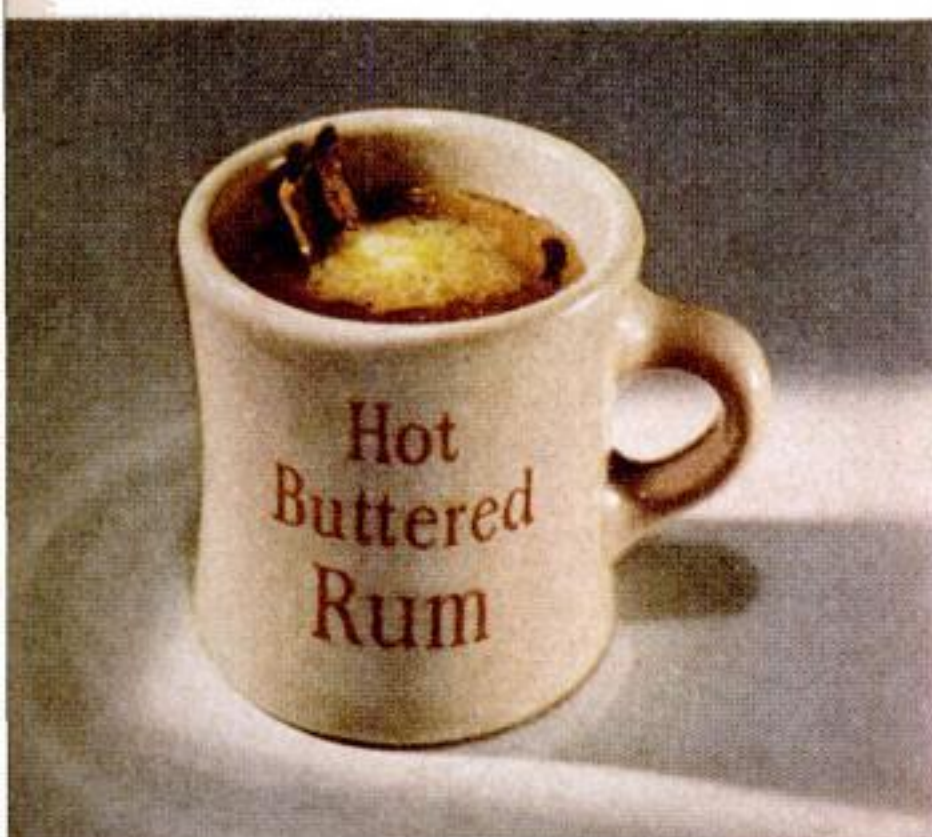
*Rums of Puerto Rico*

600 Fifth Avenue, New York City 20

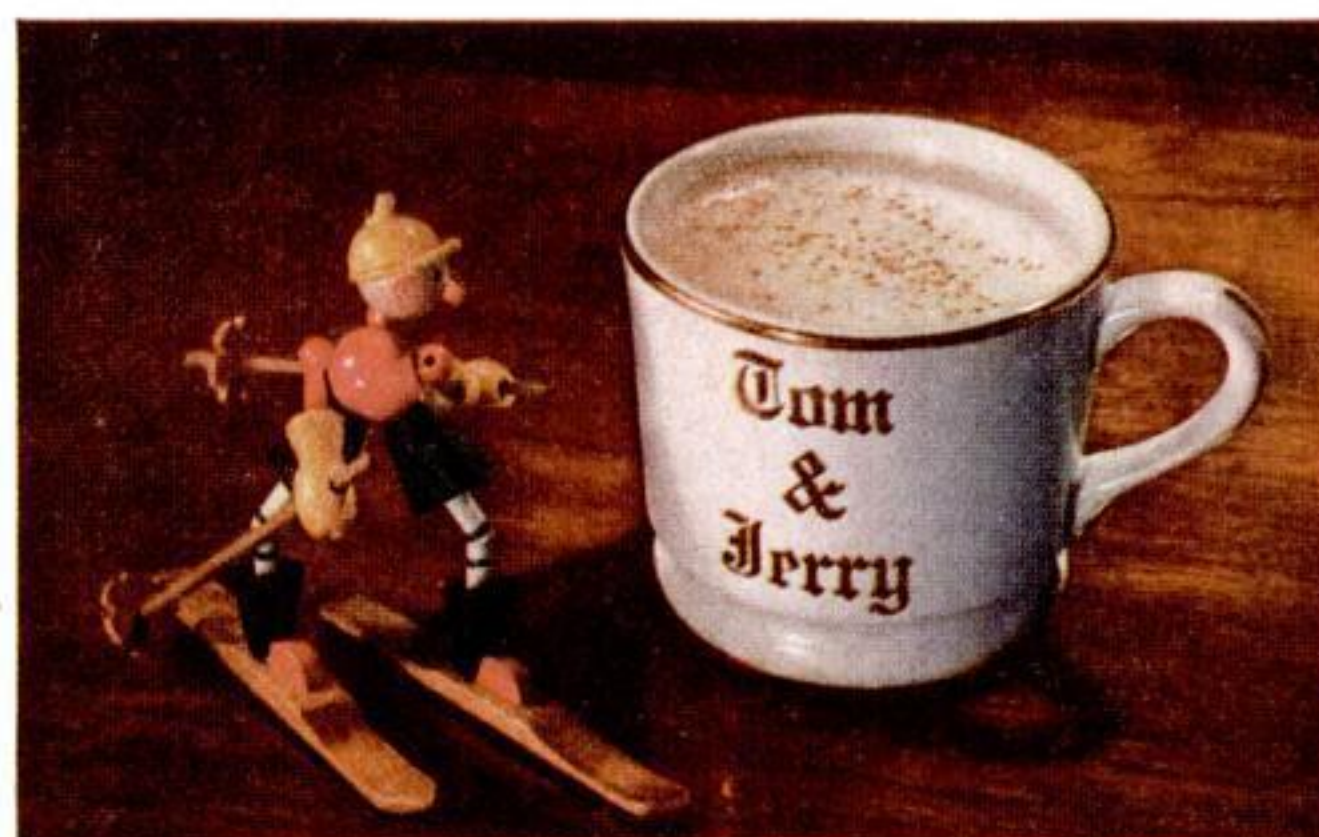


**Fiery Poker Heats Up Hot Buttered Rum** for weekend guests at Logwood Lodge, Stowe, Vermont, as author S. S. Field demonstrates Early American method of warming the drink. Lodge-owner Charles C. Savage (standing

at right) furnished a quart of good Puerto Rican Rum for the occasion. The once popular hot poker, or "loggerhead," method of heating the rum is now seldom practised. For a simple, modern recipe see below.



**Hot Buttered Rum Recipe:** 1½ oz. Puerto Rican Rum, ½ tsp. sugar, stick cinnamon, pinch of nutmeg. If available, add ½ oz. cider. Place in preheated mug or Old Fashioned glass, fill with boiling water. Drop in generous gob of butter.



**Tom & Jerry Recipe:** (serves four) Separate yolks and whites of 2 eggs. Beat yolks in bowl, working in 3 tsp. sugar and 6 oz. Puerto Rican Rum. Now beat the egg whites to stiff consistency. To the mixture of yolks, sugar and Rum, add ½ cup heated milk or hot water. Fold in the stiffly beaten whites. Ladle into preheated mugs or Old Fashioned glasses. Dust with nutmeg and enjoy a great winter drink.



**Hot Rum Toddy Recipe:** 1½ oz. Puerto Rican Rum, ½ tsp. sugar, lemon slice, 4 cloves, cinnamon stick. Dissolve sugar in 1 oz. hot water in mug or glass. Add Rum, clove-studded lemon slice. Fill with 4 oz. boiling water. Add cinnamon stick. A pleasant way to warmth.

Photography by Roger Coster





APPEARANCE OF JEAN BELIVEAU AT ONE OF QUEBEC'S MANY OUTDOOR RINKS MAKES KIDS FORGET THEIR GAME AS THEY SWARM AROUND THE CITY'S HERO

## QUEBEC FINDS AN IDOL AND PAYS TO KEEP HIM

**Big money stops hockey's Jean Beliveau from going professional**

Jean Beliveau is a huge, soft-spoken fellow of 21 who makes so much money playing "amateur" hockey that he cannot afford to play in the big pro leagues. He is so idolized in the city of Quebec that he is not tempted to leave for brighter lights and wider fame. Throughout the city he is known as "Le Gros Bill" (Big Bill) and cannot drive his yellow convertible down the street without causing a commotion. Police give him no parking tickets. The magic of his name brings crowds to the big stores to buy products he endorses, and small fry flock to his Saturday morning radio show to pay for autographed hockey sticks.

In hockey, "amateur" players frequently

get paid salaries but generally not so much as those on professional teams. Jean Beliveau, however, gets more than most professional players in the National Hockey League. From the fiercely possessive Quebecers he receives more than \$20,000 a year, including salary, bonuses and endorsement fees. He has turned down an offer of \$53,000 for a three-year contract from the Montreal Canadiens, but in 1954, by hockey rules, he becomes subject to big-league draft. A compelling figure on the ice, dwarfing the other players with his size and dazzling them with his speed, Beliveau is specially adept at the slap shot and as top scorer in his league breaks an average of 60 sticks a season.



**ACE OF THE ACES**, Jean Beliveau presents an imposing 6-foot 3-inch figure in his Quebec uniform. He recently became engaged to a Quebec girl.





*No Other Whiskey... ONLY*  
**FLEISCHMANN'S**  
**GIVES YOU THE**



1.  
**CHOICE  
 QUALITY**

Fleischmann's Superb  
 Straight Whiskies  
 Blended With Fine  
 Grain Neutral Spirits

2.

Every drop

**90 PROOF**

rich, robust, delicious!

3.

**WINNING PRICE**

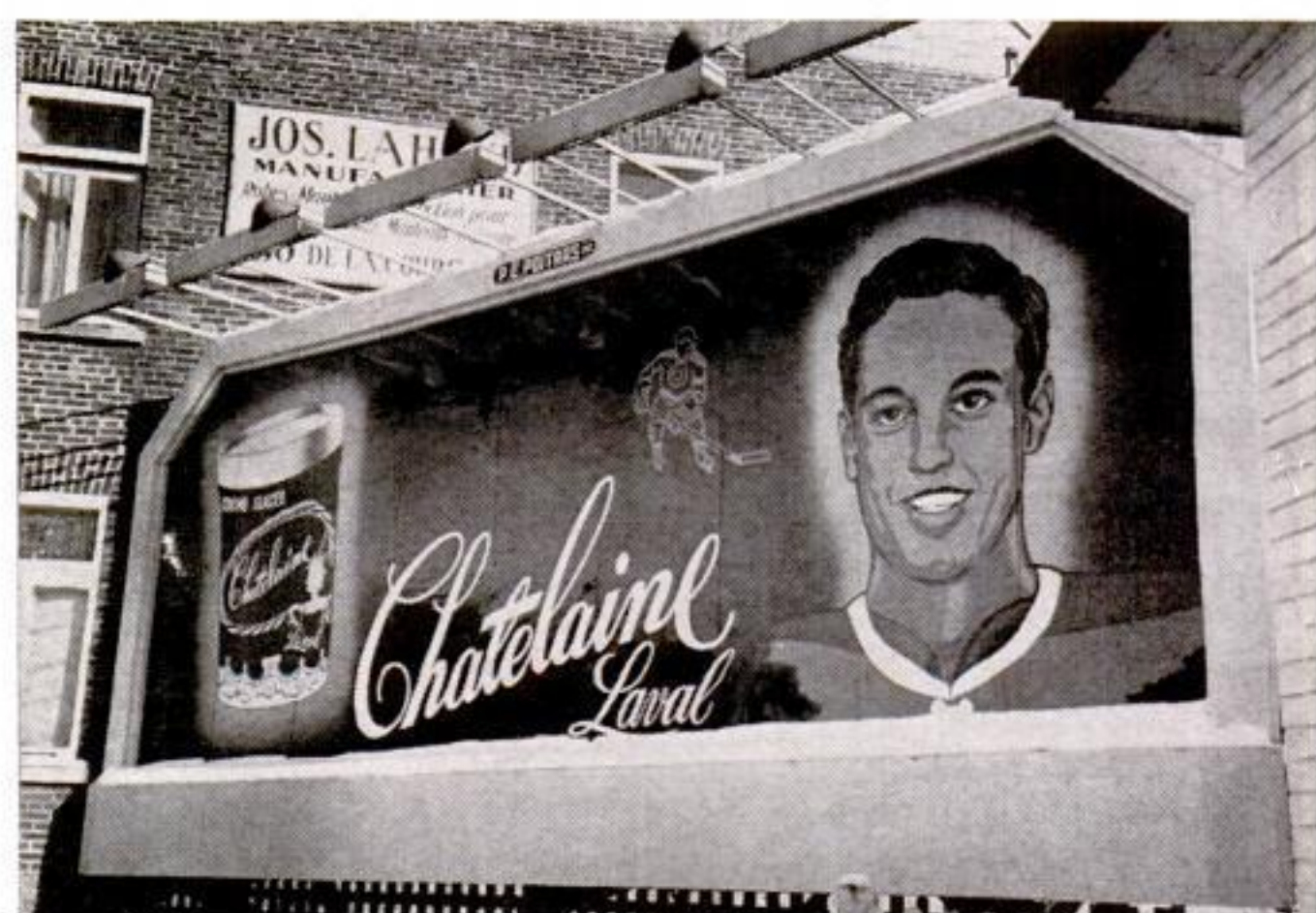
America's Greatest Whiskey  
 Value!

**BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS**  
**THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.**

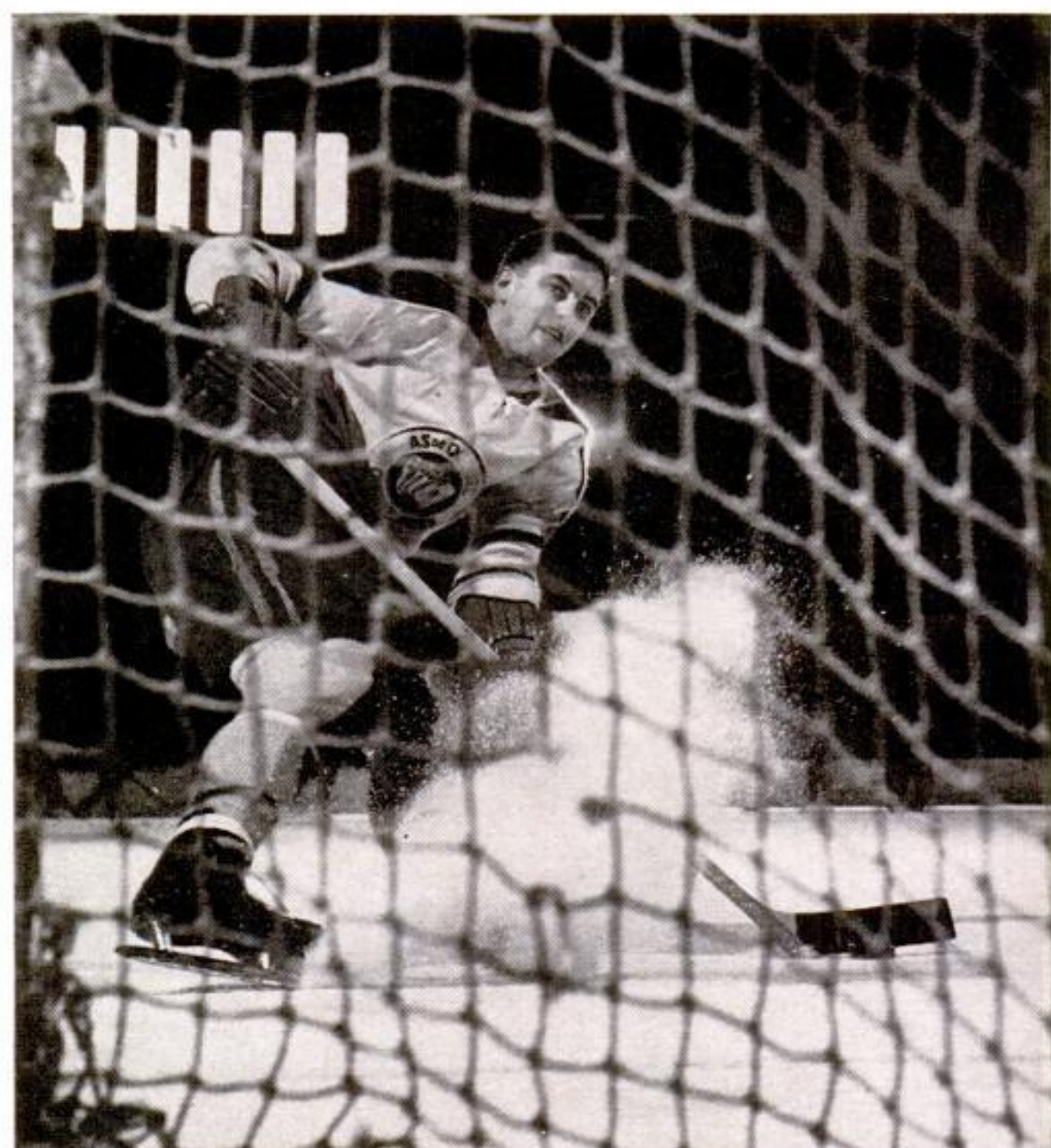
**Quebec Idol** CONTINUED



**FAST GETAWAY** enables Beliveau (right) to get inside defense man for a shot at the goal. Opponents usually put two and sometimes three men on him to slow him down. Here he has left the other man far behind out of picture.



**HERO'S FACE** is so well known in Quebec that his image on billboard ice cream ad needs no identification. He works for Laval Dairy, "giving away" autographed hockey sticks for 59¢ and one top from an ice cream container.



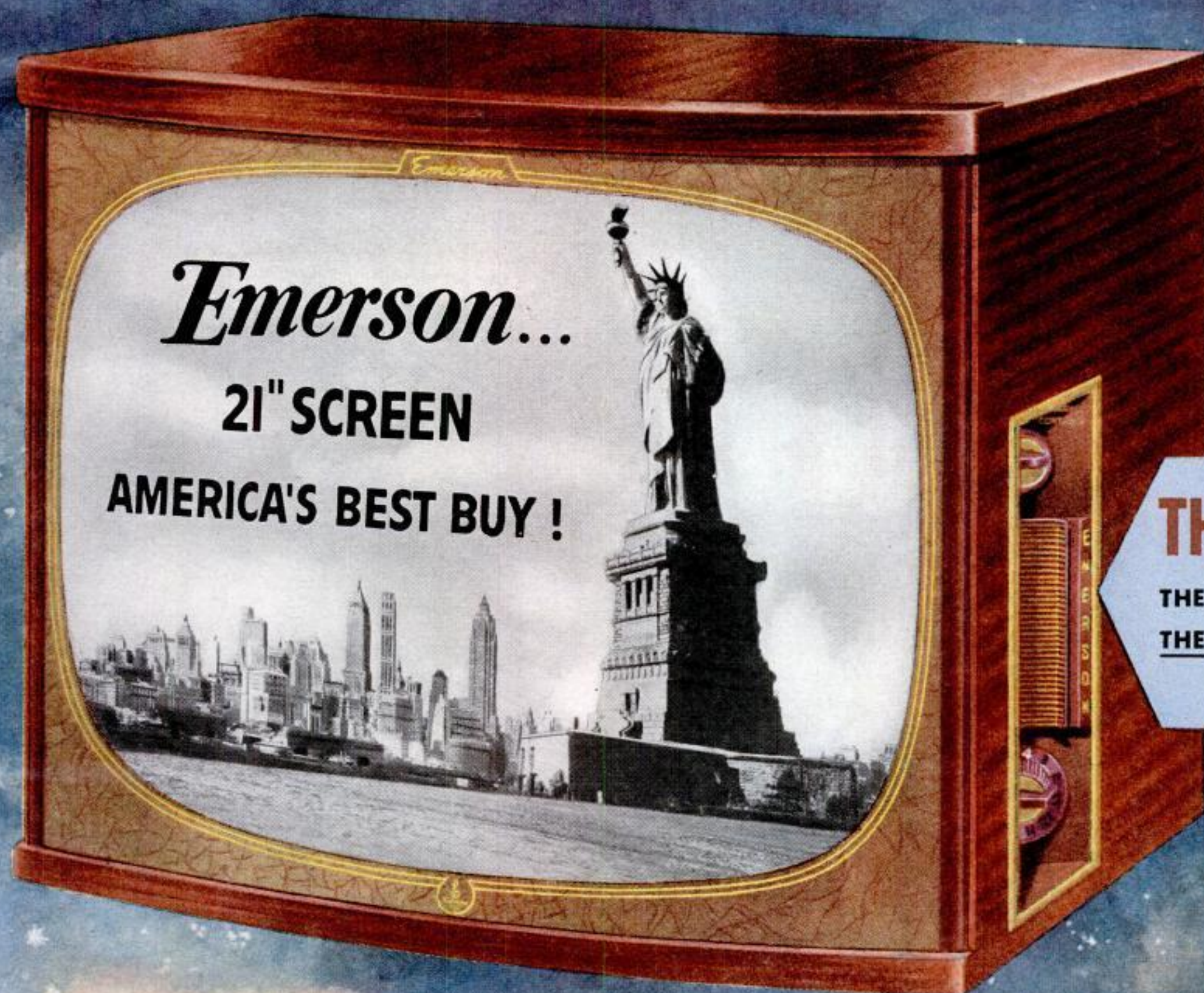
**SLAP SHOT**, Beliveau's specialty, is kept accurate by constant practice. In one game he played with the professional Montreal Canadiens this winter (on a lend-lease basis) he scored three goals against the New York Rangers.

CONTINUED ON PAGE 7



**NOW! GIANT 21" PICTURE IN THE SLIMMEST, TRIMMEST,  
MOST SPACE-SAVING CABINET EVER DESIGNED!**

*Another Engineering Miracle by* **Emerson**



EMERSON SPACE-SAVER MODEL 740

**THE SECRET?**

THE CONTROLS ARE ON  
THE SIDE! THE FRONT IS  
ALL SCREEN!



SPACE-SAVER MODEL 740 (Blonde)

**PROVE IT  
TO YOURSELF!**

Even the ordinary 17" cabinet is much larger and bulkier than this new Emerson 21" Space Saver.



**COMPARE THE 5 LEADING BRANDS!**

Check Emerson... feature for feature, dollar for dollar. Prove for yourself how Emerson leads in performance... at the lowest price of all. See what brilliant picture reception you get—a perfect image from corner to corner.

Whether you are living in a "fringe area" or in the "steel jungle" of a city, the

Emerson specially designed circuit delivers unsurpassed reception. And every Emerson set is readily adaptable for UHF.

Watch Emerson perform—*anywhere*—thanks to the big, power-packed chassis designed for trouble-free TV. No wonder Emerson is called "America's Best Buy."

**PRICES START AT 179.95**  
including excise tax and warranty

Over 14,000,000 satisfied owners... **Emerson**

\*Reg. U. S. Pat. Off.

Emerson Radio and Phonograph Corporation, New York 11, N. Y.





# VEG-ALL TUNA CASSEROLE!

Tasty, thrifty main dish  
30¢ a serving  
Ideal for meatless days!

A nutritional combination of  
**7** green and yellow vegetables



## VEG-ALL TUNA CASSEROLE

Drain 1—1 lb. can of Veg-All. (Save liquid for soup.) Combine drained Veg-All with contents 1—7 oz. can drained tuna (chunk or shredded), 1 tablespoon chopped onion, ¼ cup fine dry bread crumbs, ½ cup milk, ½ teaspoon salt, 3 beaten eggs, ¼ cup shredded cheddar cheese, 1 teaspoon Worcestershire sauce. Pour into buttered 1½ quart casserole. Top with a few bread crumbs and ¼ cup more shredded cheese. Bake in moderate oven—350°F.—30 minutes. Serves 4-5.

## SHRIMP VEG-ALL

**Enjoy This Also:** Remove black vein from contents 1—5 oz. can shrimp. Combine shrimp with 1 can drained Veg-All, 2 tablespoons grated onion, ½ teaspoon salt, ¼ teaspoon pepper, ½ cup mayonnaise, 1 teaspoon Worcestershire sauce. Place in buttered scallop shells or individual casseroles. Top with fine, dry bread crumbs. Dot with butter. Bake in moderate oven—350°F.—30 minutes. Serves 3-4.

## VEG-ALL PIE PLATE SALAD



Dissolve 1 package lemon gelatine in 1 cup hot water. Stir, add ½ cup cold water. Add 1 can drained Veg-All. Rinse 8-inch pie plate with cold water. Pour in mixture. Chill until firm, unmold and garnish. Serve in pie cuts.

## VEG-ALL SUPER SOUP



Dice 1 onion, saute in butter. Add 1 can Veg-All, including liquid. Heat thoroughly. Add 1 tablespoon meat extract, dissolved in the hot liquid. Add 4 cups boiling water, season as desired.

More women buy VEG-ALL than all other brands of canned mixed vegetables

THE LARSEN COMPANY . . . Green Bay . . . Wisconsin

## 7 basic uses

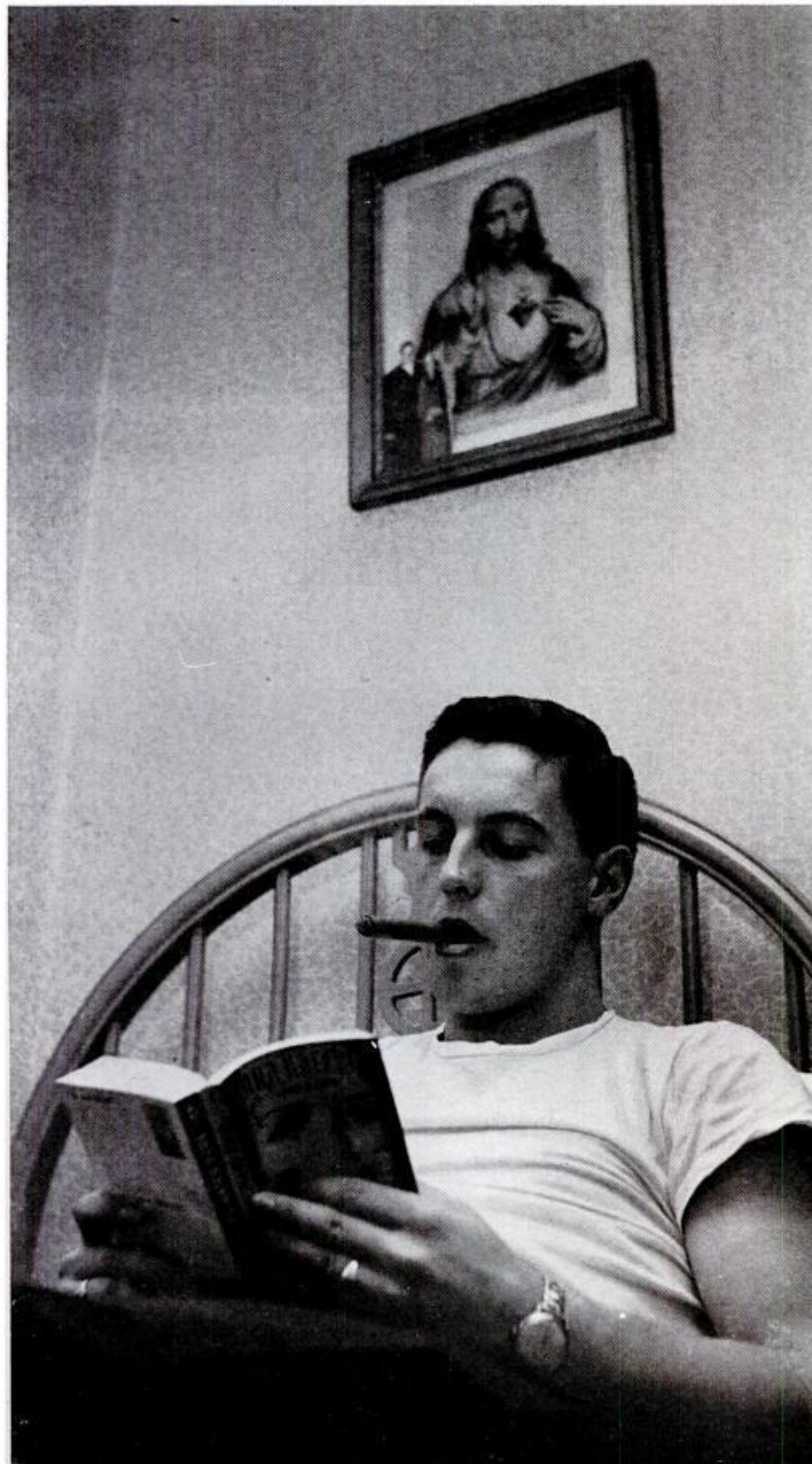
Soups, Salads, Stews,  
Casseroles, Garnishes,  
Children's Food, Dinner  
Vegetables



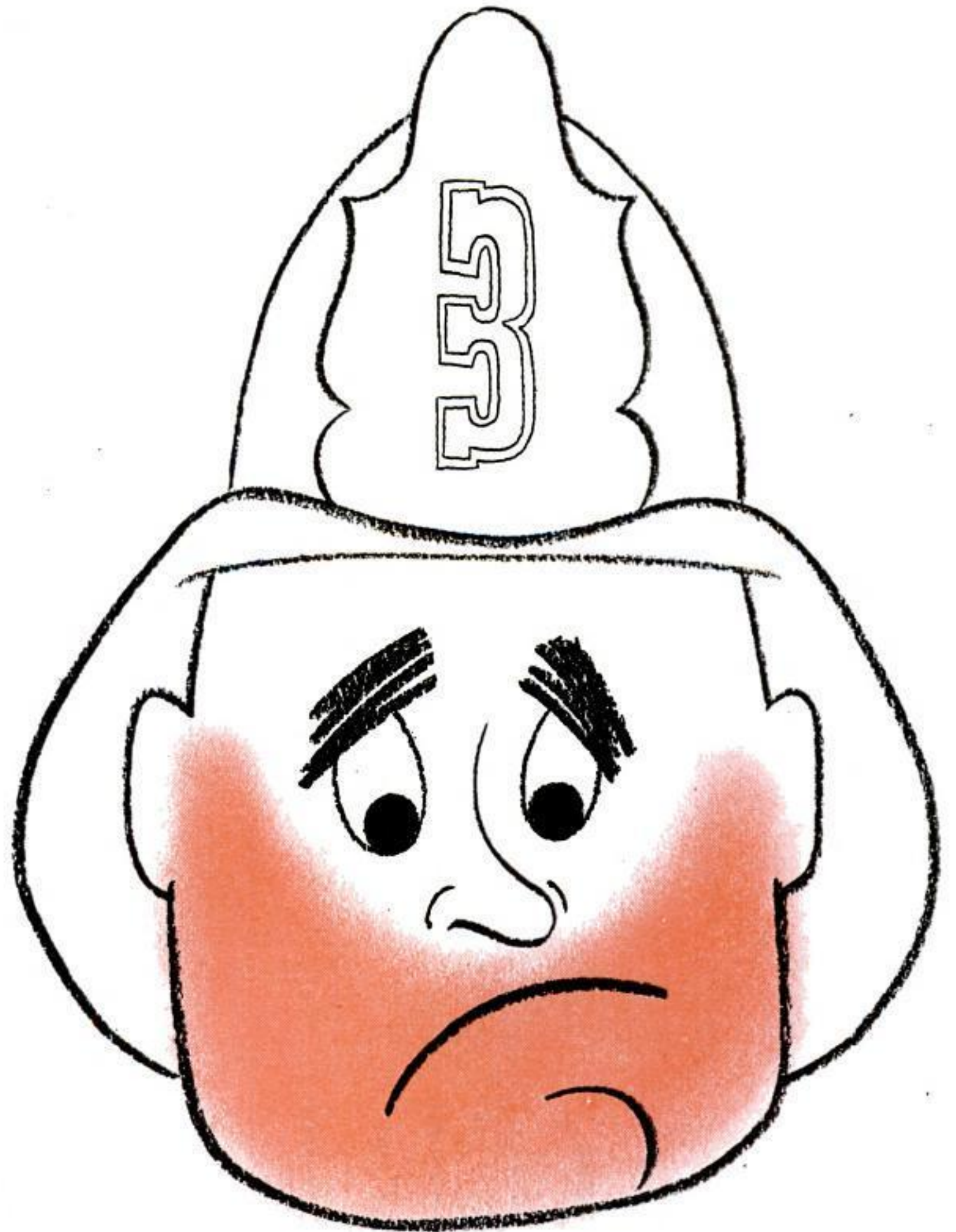




**UNDER A ROBE** to guard against Quebec's fierce cold, Le Gros Bill delights driver of horse-drawn sled, who is proud to have hero as passenger.



**IN \$10-A-WEEK ROOM** Beliveau, a serious-minded young man, reads about 150 pages of classic literature and smokes his one cigar for the day.



**Your face do a**  
**SLOW BURN**  
**after shaving?**

**B**arbasol is gentler, leaves your face feeling smooth, soft. Here's why: most shave creams are alkaline, tend to remove natural skin lubricants, make your face feel hot, "dried out." Barbasol's special formula is *not* alkaline, doesn't dry out your skin, has more emollients (soothing agents) than any other shave cream. So you get close, painless shaves daily—and Barbasol is better for your skin! Try Barbasol!

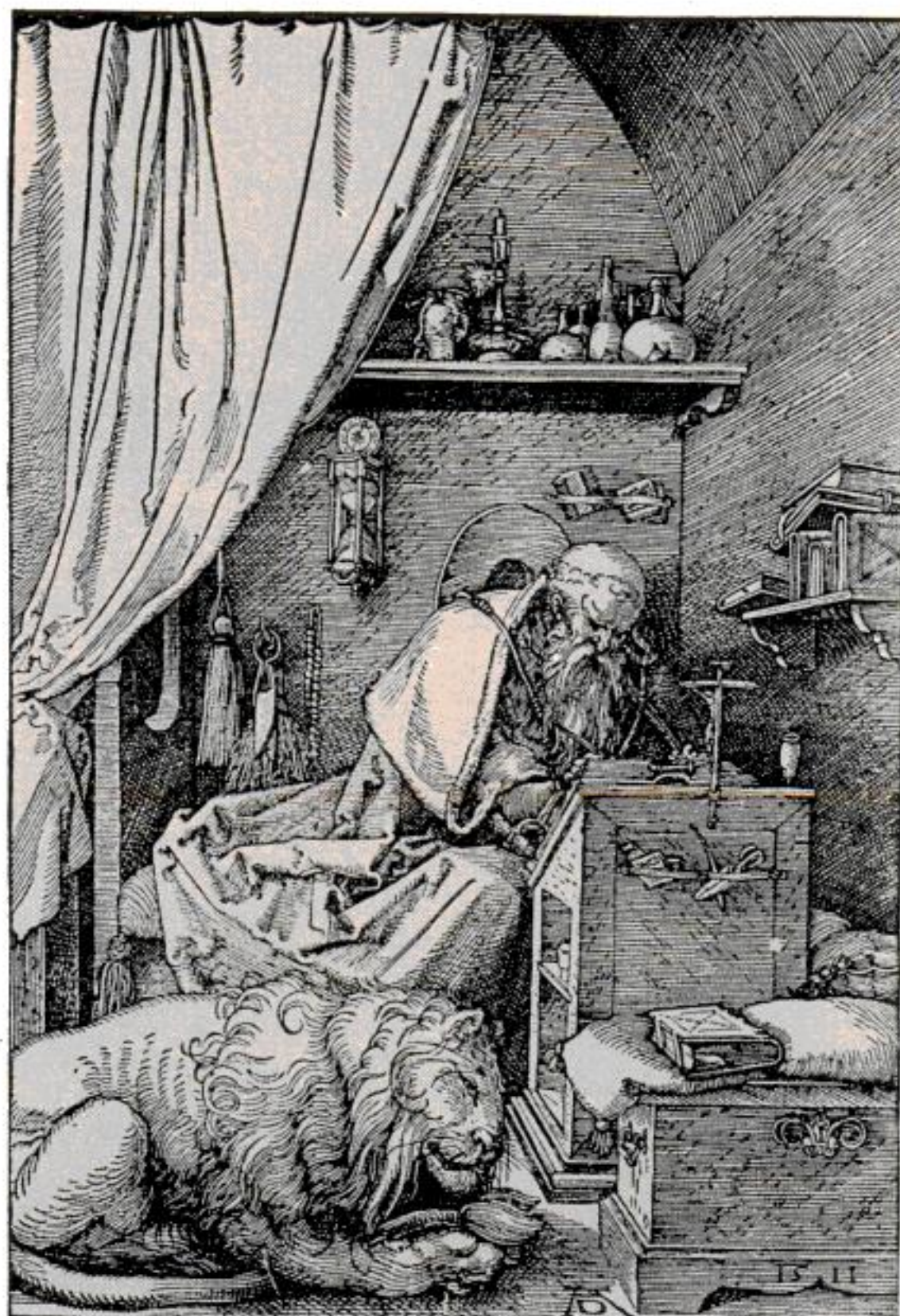
**Slicks whiskers off,**  
**leaves natural**  
**skin oils on.**



**Lather shavers:** now you can enjoy the Barbasol benefits in a lather-like cream. Try Barbasol lather-type brushless in the pressurized can.







*Guarded by his lion, St. Jerome works at his Bible translation*

# GREAT PAGES IN GREAT BIBLES

Illuminated manuscripts embellish the ancient stories

**W**ESTERN civilization's oldest and greatest work, the Holy Bible, is also its most durable. Millions of people all over the world read it every day, marveling at its lyrical beauty, its simple but inspiring description of great events, its phrasing of eternal truths. Many of the early American pioneers owned no other book; today nine out of every 10 American homes contain a copy. No other book has received so much scholarly care or so much magnificent embellishment. No other book has gone through so many editions or been translated into so many different languages, 195 in all. The new Revised Standard Version, brought out last fall and today outselling all other books, has reawakened an interest in Bible reading among thousands of Americans who had forgotten the pleasures that the great book holds.

Written over a span of more than 1,000 years, the Bible embodies the best surviving remnants of a great people's literature. But it has also been a problem to scholars through its many repetitions, its seeming contradictions and its lack of strict chronology. With some exceptions (notably Mark, Luke and Paul) few of its many authors have ever been conclusively identified. No copy exists of the first complete Old Testament, which was put together around 100 A.D. out of the diligently hand-copied scrolls of Jewish chroniclers who wrote several centuries earlier.

The Old Testament was written in Hebrew and Aramaic (the language of Jesus), the New Testament in Greek in the First and possibly Second Centuries A.D. The complete Bible was revised and translated into Latin around 400 A.D. by St. Jerome (*above*) who worked from both the Hebrew and Greek to produce the Vulgate edition, so called because it was put into common (or vulgar) use in churches. The Vulgate eventually became the official text used by the Roman Catholic Church.

The first complete book ever printed with movable type, produced by Gutenberg 500 years ago, was, significantly, a Bible. The introduction of printing brought an increase in new editions and translations, and severe punishments were meted out by secular officials to those who tried to circulate unauthorized translations (*pp. 83, 84*). A more cordial response greeted the English translation ordered by King James I of England and completed in 1611. It was the King James version whose vaulting phraseology helped make the Bible a familiar part of everyday speech. Far less familiar is the work of the monks of the Middle Ages who retold the Bible stories in illuminated manuscripts. On the following pages LIFE publishes some of the most beautiful of these manuscripts from some of the greatest Bibles now in Europe's libraries and museums. The first six color pages are from the Old Testament, the last four from the New.





**A**DAM AND EVE enact story of the Garden of Eden in a page from Codex Paulinus, a 9th Century Bible now at the Benedictine abbey of St. Paul's Outside the Walls in Rome. The magnificently preserved codex, or manuscript book, was illuminated by order of the Carolingian monarch, Charles the Fat, Charlemagne's great-grandson. At top God creates Adam, introduces him to Paradise and takes a rib from

him (Gen. 2:21). In middle panel, Eve is created from rib and is taken to Adam (Gen. 2:25: "And they were both naked, the man and his wife, and were not ashamed"). Tempted by serpent, they eat fruit of Tree of Knowledge and, knowing shame, cover their nakedness. In bottom panel they are expelled from Eden. Adam, who must now earn his bread through sweat, tills soil; Eve, who must bring forth children in pain, nurses Cain.

CONTINUED ON NEXT PAGE



**M**OSES AND AARON are depicted in two famous pages. At right is a scene from severe Psalter of Ingeborg, which was illuminated about 1200. Named for France's Danish-born queen, Psalter is now in Musée Condé in Chantilly. In upper panel God appears to Moses in a burning bush and commands him to remove his shoes ("... for the place whereon thou standest is holy ground"—Exod. 3:5). In the lower panel Moses receives tablets with Ten Commandments (Exod. 31:18) as Aaron stands by with elders of Israel. Below is the Adoration of the Golden Calf in page from the Giant Bible of Admont, a 12th Century manuscript now in the Austrian National Library. Aaron stands at center, surrounded by elders and musicians, worshipping the calf which he made after the Israelites had said, "... make us gods, which shall go before us ..." (Exod. 32:1). When Moses came down from Mt. Sinai, his "anger waxed hot." He broke the tablets which God had given him and destroyed the calf.



**JOSHUA AT JERICHO** leads Israelites attacking the city in another page (right) from Bible of St. Paul's Outside the Walls, whose action goes from bottom of page to top. In bottom panel Joshua (center) leads two bands of Israelites to banks of the Jordan and bids them, "Sanctify yourselves: for to morrow the Lord will do wonders among you" (Josh. 3:5). In next-to-bottom panel, priests carrying ark of the covenant lead Israelites through Jordan riverbed, which has miraculously dried up. At left of next-to-top panel, stones signifying 12 tribes of Israel are taken from place where ark crossed and made into a memorial (Josh. 4:8). Then the Israelites march around Jericho and deliver trumpet blasts (top, right), after which the walls crumble. After Joshua has ordered the city destroyed, an Israelite takes some of the spoils for himself, and for this the Israelites are punished by being defeated in battle (top, left) by the men of Ai. "... Wherefore the hearts of the people melted, and became as water" (Josh. 7:5).





CONTINUED ON NEXT PAGE





**R**UTH GLEANING in the fields and observed by Boaz (in blue robes) forms basis of an initial letter painting from Bible of Richard II, a 14th Century manuscript now in British Museum. Book is believed to have been work of painters who accompanied Anne of Bohemia to England when she became Richard II's queen. Ruth, a Moabite widow, remained faithful to Naomi, followed her to Judah, where she married Boaz.



**J**OB FEASTING forms top part of another letter from Richard II's Bible. A wealthy and virtuous man, Job was tested by God, who allowed Satan to take his property, most of his family. Job remained devout, saying, "... the Lord gave, and the Lord hath taken away; blessed be the name of the Lord" (Job 1:21). At bottom Job, on ash heap, is asked by wife if he holds fast to faith. He does, and God rewards him.



**C**HRISt ENTHRONED appears in Canterbury Psalter, a 12th Century work—now at Trinity College, Cambridge—by the English monk Eadwine. It gives three Latin versions of each Psalm and begins each with an illustration. This is 3rd Psalm, beginning, "Lord, how are they increased that trouble me!" Lord "heard me out of his holy hill." At right is Absalom, David's son who died when hair caught in tree.

**D**AVID THE PSALM MAKER is center of page (right) from First Bible of Charles the Bald (823–877), manuscript now in France's Bibliothèque Nationale. To David's right and left are foreign bodyguards. Surrounding him, playing instruments, are (clockwise from top, left) Asaph, Heman, Jeduthun and Ethan, other traditional Psalm writers. Outside oval are four virtues, Prudence, Justice, Temperance, Fortitude.

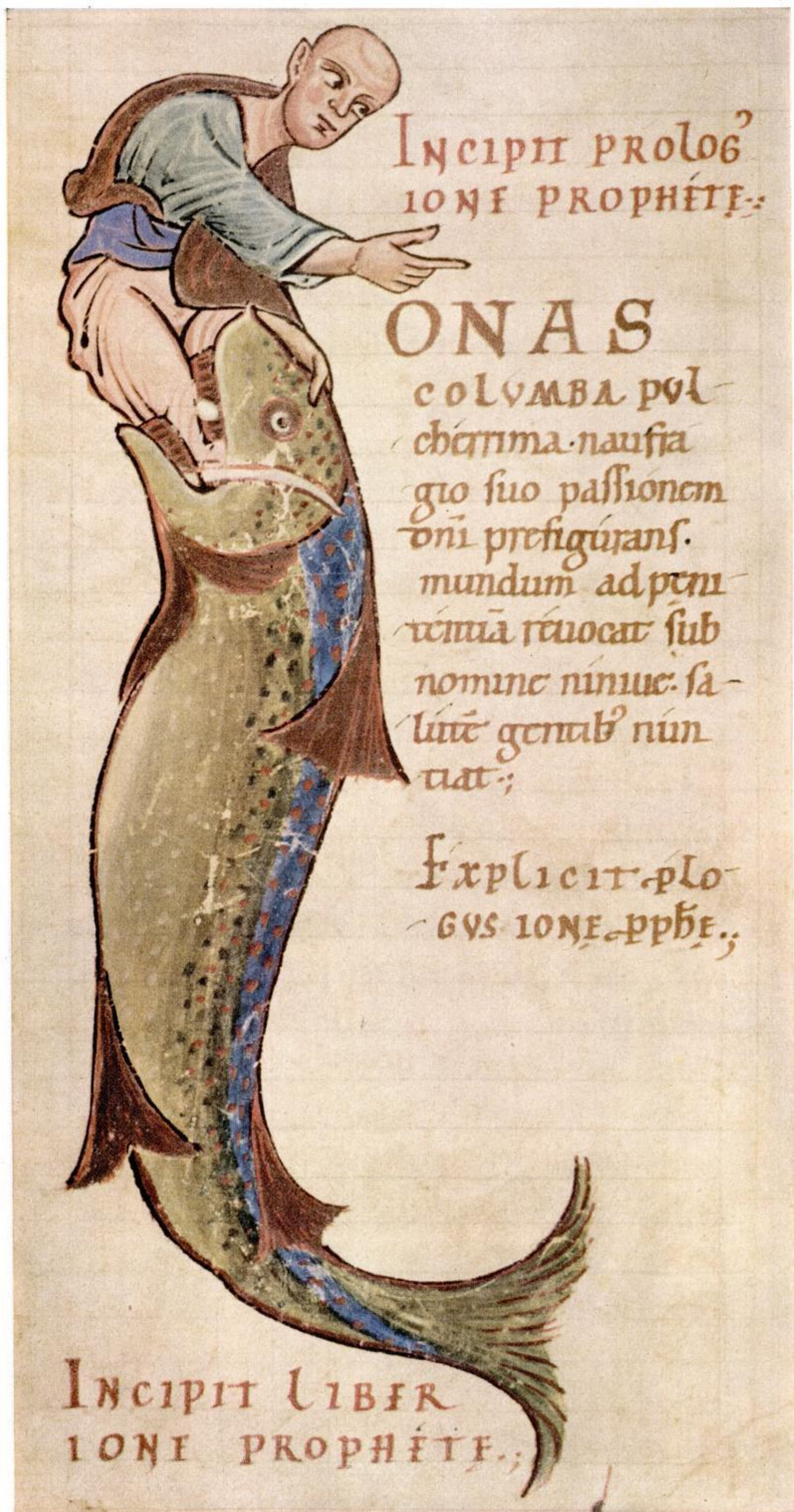




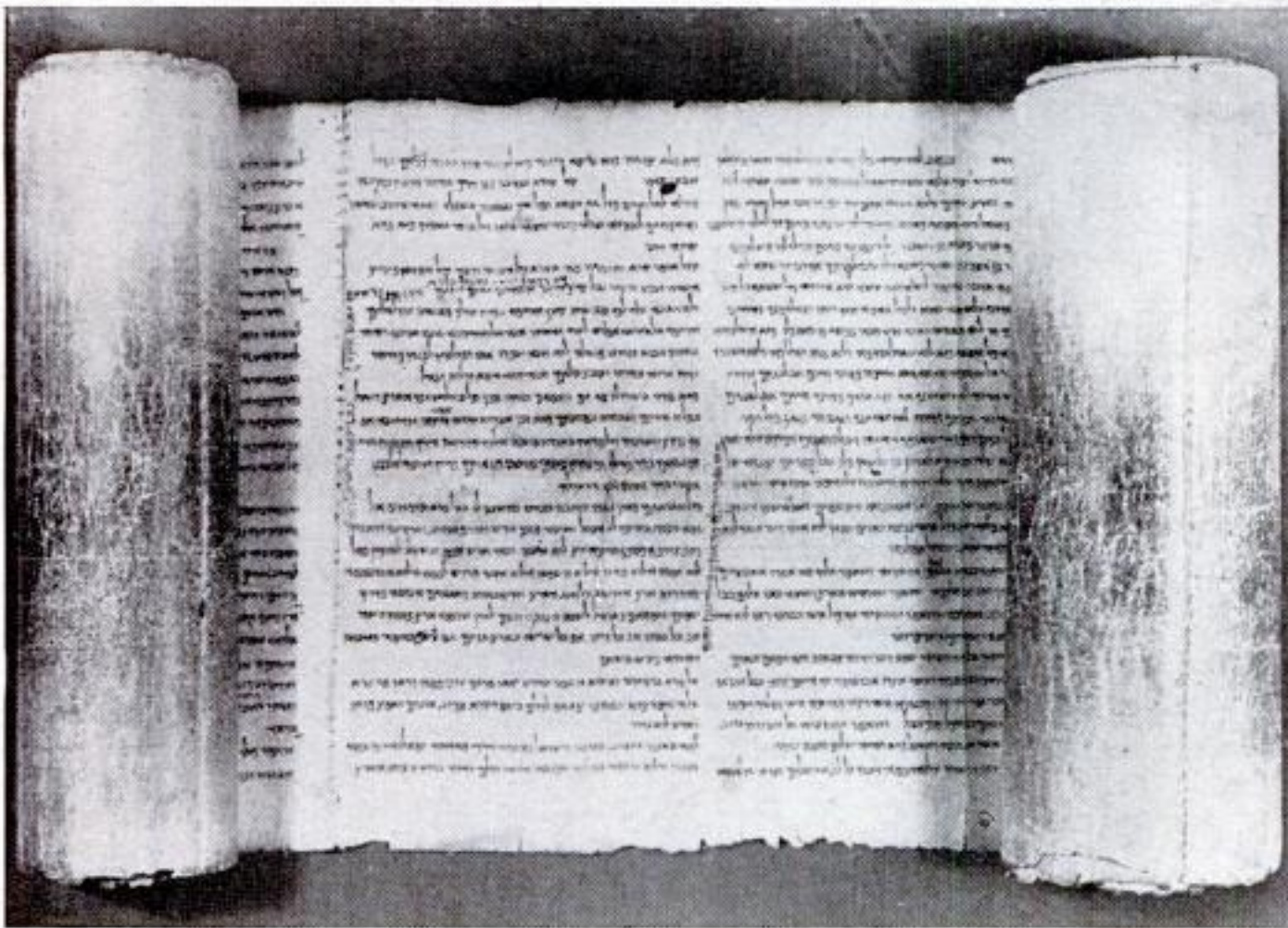
CONTINUED ON NEXT PAGE



JONAH, whose life was said to have been prophetic of Christ's ("For as Jonas was three days and three nights in the whale's belly," said Jesus, "so shall the Son of man be three days and three nights in the heart of the earth"—Matt. 12:40), was a minor prophet whom God commanded to go and preach in the wicked city of Nineveh. Instead Jonah fled to Joppa and embarked on a ship. God wrathfully caused the ship to be struck by a tempest, at which Jonah confessed his misdeed and urged the crew to cast him into the sea. "Now the Lord had prepared a great fish to swallow up Jonah. And Jonah was in the belly of the fish three days and three nights" (Jon. 1:17). When Jonah repented, the fish cast him on dry land. God again commanded him to go to Nineveh, and Jonah did so, converting the entire city. The figure at right is from a prologue page in the Giant Bible of Admont. The words say, "Here begins the prologue of the prophet Jonah, the wonderful dove who by his shipwreck foreshadowed the sufferings of the Lord toward the whole world in the city of Nineveh to atone. . . . The prologue is finished. Here starts the book of the prophet Jonah."



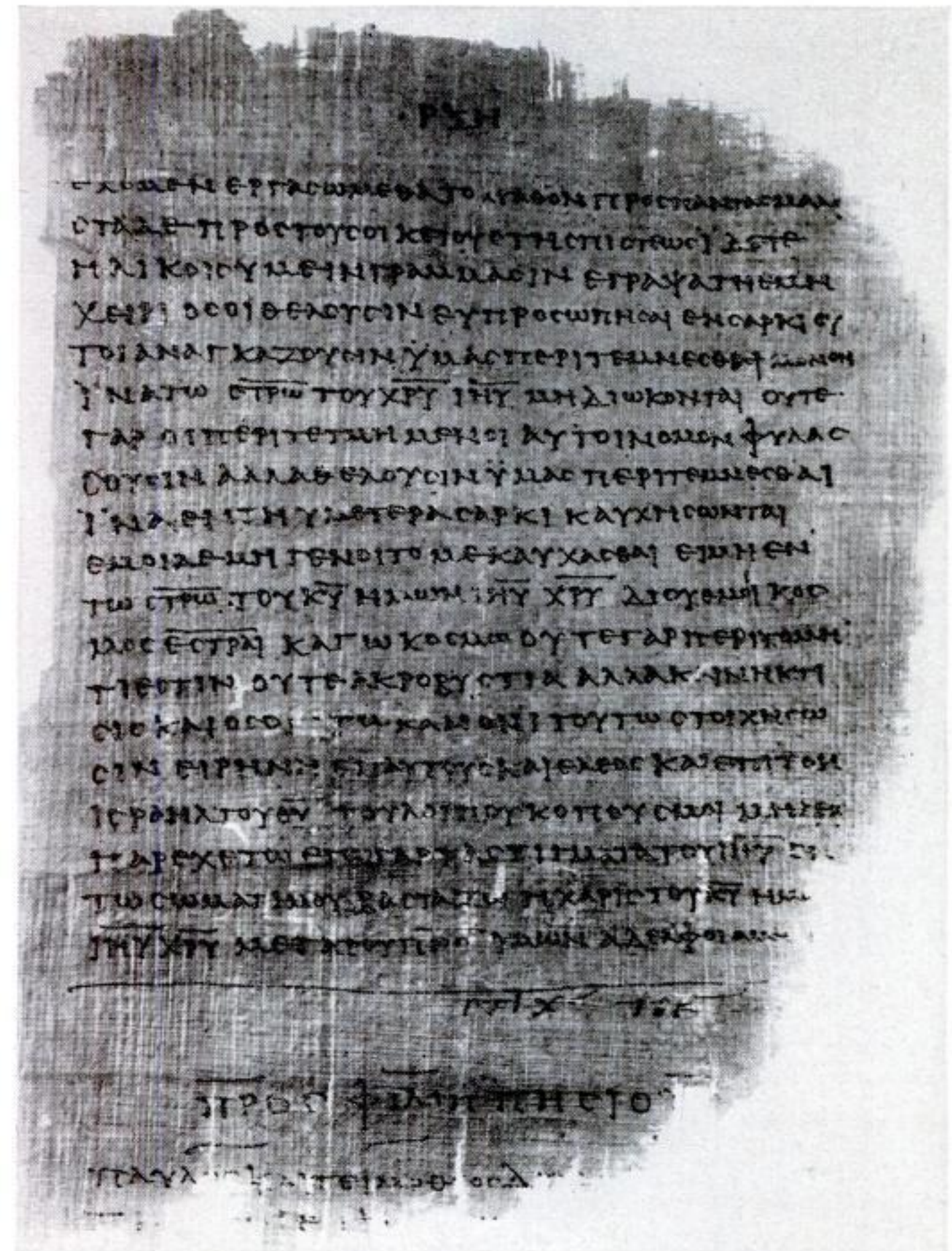




Isaiah Scroll is 2,000 years old

BECAUSE of the fragility of the parchment and papyrus on which most of the early texts were written, great care was taken to protect them from harm. One of the oldest manuscripts in existence, the Isaiah Scroll (above), was found in 1947 in a cave near Jericho where, safe from war and disaster, it had been hidden about 2,000 years ago. To ensure the accuracy of new copies of scrolls, which were made by hand, a Hebrew scribe recited each word aloud as he wrote it.

Producing the manuscripts of the Middle Ages was an arduous task, usually done in unheated rooms where the ink might freeze and where no artificial light was allowed lest it harm the parchment. Work was done in silence; if a scribe needed a certain book he signaled for it, using specific signs to show which book he wanted—the sign of a cross, for instance, to indicate a missal. After 16-hour days of copying, scribes sometimes appended humorous inscriptions which still, after centuries, can be read in their manuscripts. “Now I have finished it,” wrote one gratefully. “For heaven’s sake, give me a drink.”



Fragment of New Testament is 1,800 years old



Medieval scribe holds pen in right hand, knife in left for erasing





VENERABLE BEDE

Most learned European of his time, he translated Gospel of St. John, finishing, by legend, just before he died.



JOHN WYCLIFFE

He brought out a translation and organized "Lollards," poor priests who preached and circulated his new Bible.



JOHANN GUTENBERG

Inventor of movable type worked six years to print several hundred Bibles, 46 of which are known still to exist.



MARTIN LUTHER

Great reformer, using Hebrew, Greek and Latin texts, completed a German Bible in 1534 which is still in use.



WILLIAM TYNDALE

The English translator, betrayed by enemies, was executed in 1536 saying, "Lord, open King of England's eyes."



MILES COVERDALE

His completion and extension of Tyndale's translation, published in 1535, was the first printed Bible in English.



MATTHEW PARKER

As Archbishop of Canterbury he supervised 1568 revision made mostly by bishops and called Bishops' Bible.



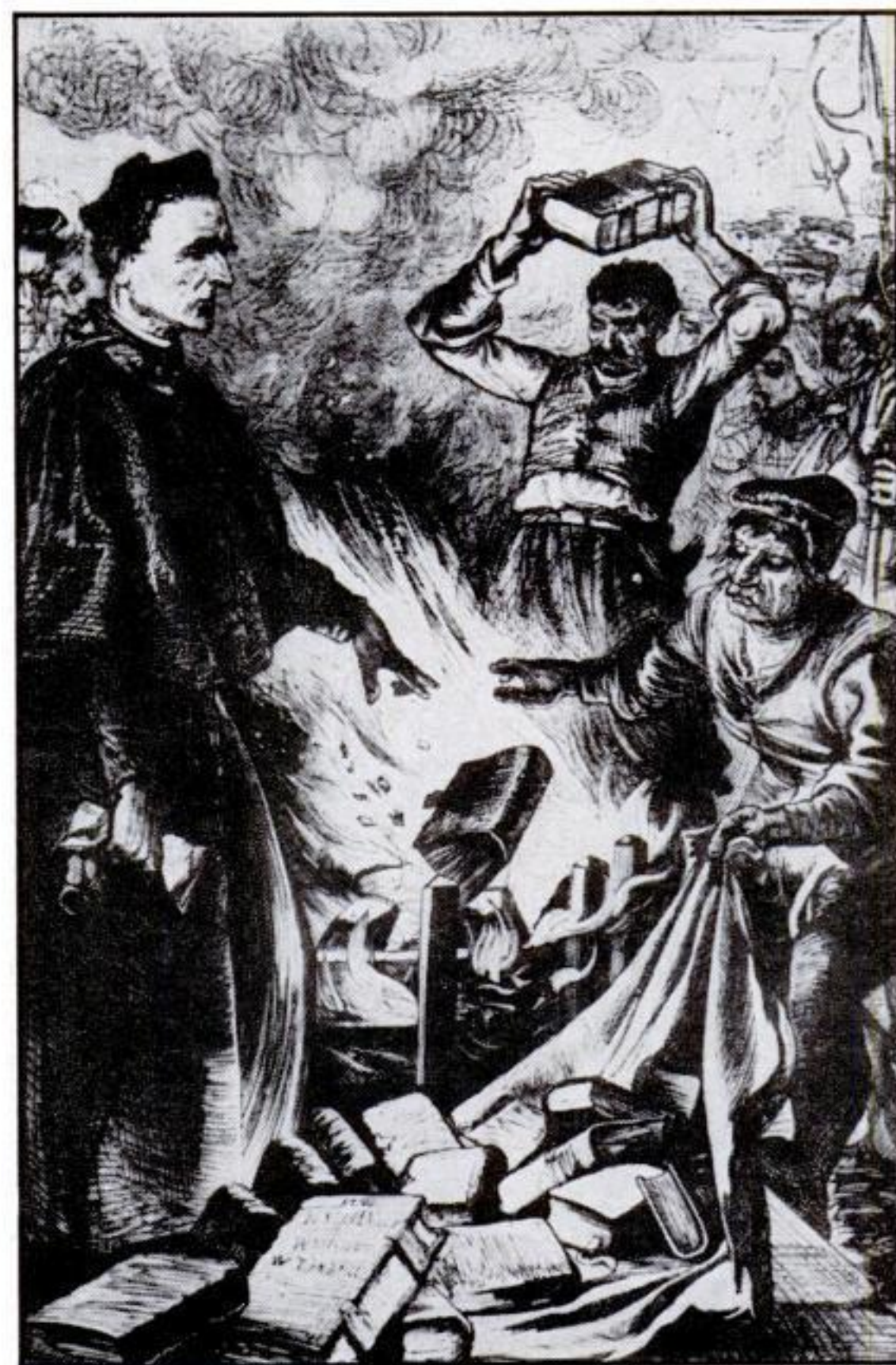
KING JAMES I

Hopeful of quieting religious troubles, he appointed scholars to make a translation. Work took four years.

## English editions abound in martyrs and mistakes

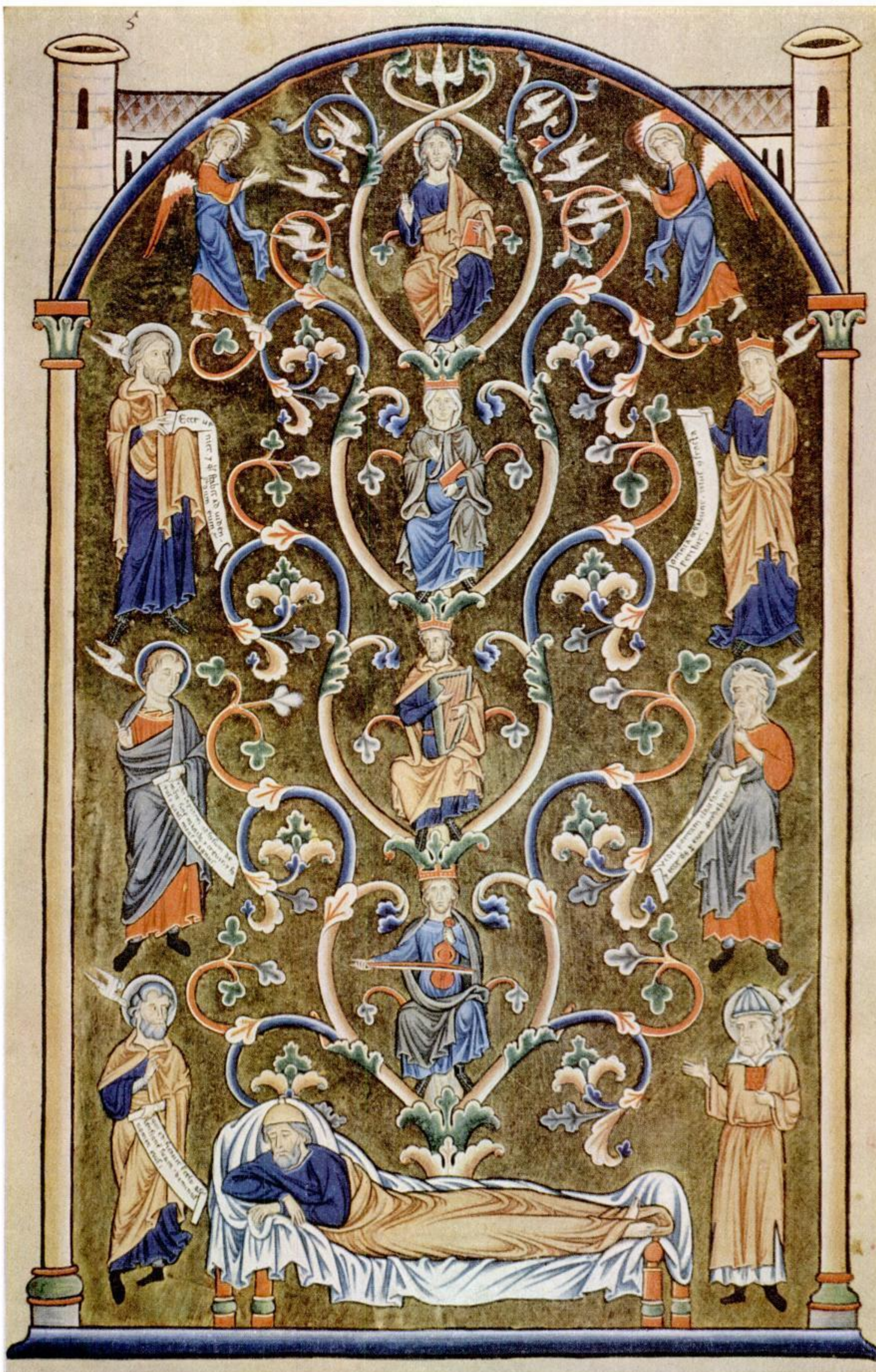
THE first man to translate part of the Bible into written English was probably the Eighth Century monk Bede, who translated the Gospel of St. John. But the first whole Bible in English was the work of John Wycliffe, who with his friends produced an English version of the Vulgate around 1384. With Wycliffe also begins a long history of English recriminations against Bible translators—he was disinterred and burned 44 years after his death. The Church held that no translation was proper which was not authorized, and those who distributed unauthorized editions were heretics. When William Tyndale in 1525 published an English translation of the New Testament, the Bishop of London burned all the copies he could find (*below*). A few years later Tyndale was tried and burned to death. Tyndale's Bible, completed by Miles Coverdale, was permitted by King Henry VIII, who had broken with Rome. But in the years that followed restrictions were imposed again, most severely by "Bloody Mary" Tudor.

Official acceptance of two important Bibles—the Catholic Rheims-Douay translation in 1609-10 and the Protestant King James version in 1611—calmed the air but did not stop the revisers and translators. Typographical errors or peculiar phraseology made several editions famous. Best known of these are the Bug Bible of around 1550 ("So that thou shalt not nede to be afeared for any bugges by night"—Psalms 91:5), the Breeches Bible of 1560 (Adam and Eve "sewed fig leaves together and made themselves breeches"), the Wicked Bible of 1631 (it listed the Seventh Commandment as "Thou shalt commit adultery") and the Vinegar Bible of 1717 (it told the "parable of the vinegar" instead of vineyard). Since Bibles could by this time be made easily and quickly, the invention of printing brought an end to the art of illuminating which, before it faded, produced decorations of rare grace and subtlety, like the Psalter opposite, and told in vivid detail the adventures of the Disciples.



*Copies of Tyndale's Bible are burned in public*



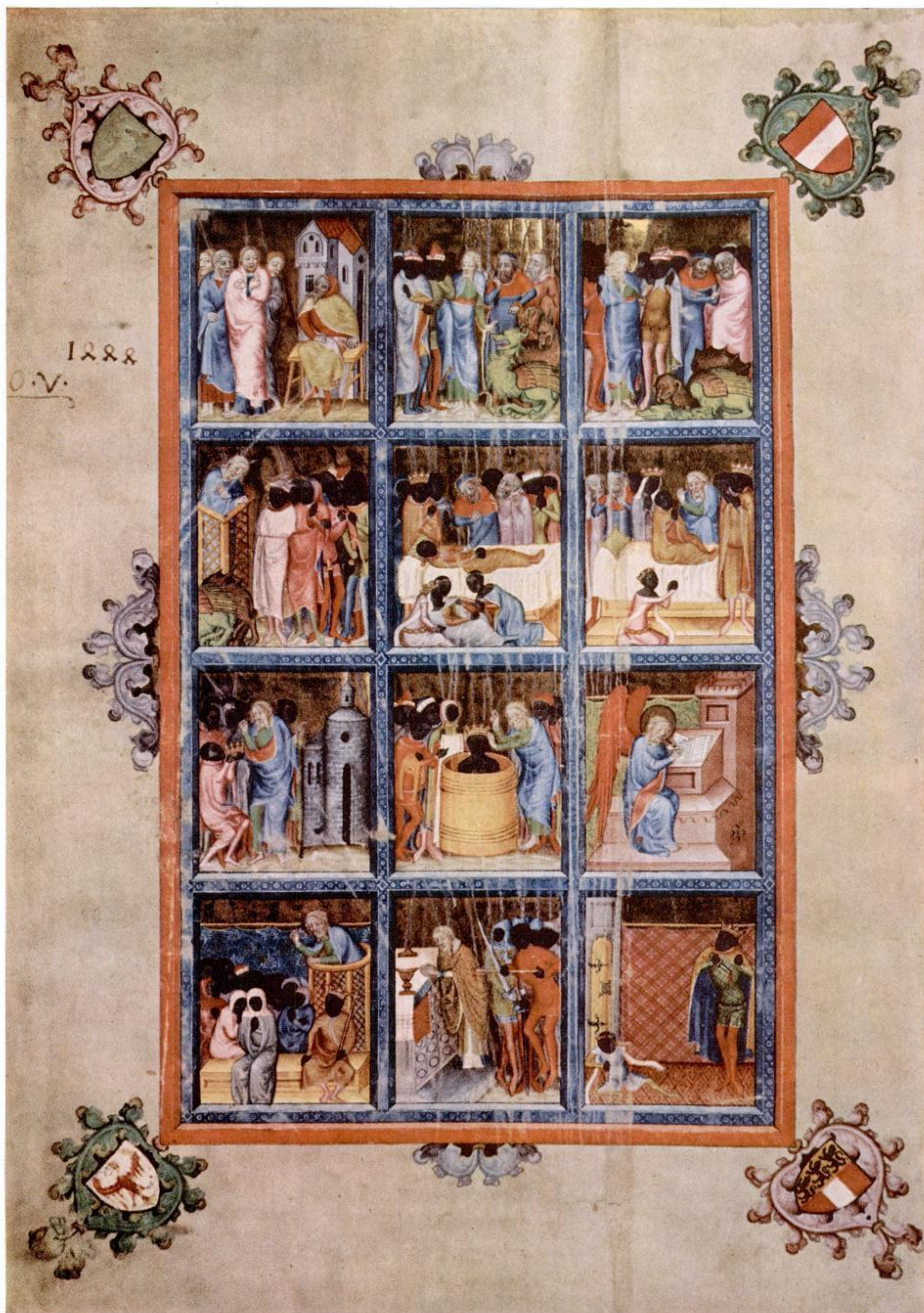


**T**HE TREE OF JESSE, a familiar theme in medieval art because it describes Christ's genealogy, probably begins with Abraham in page from the Psalter of Ingeborg instead of with Jesse, David's father, as do most trees. Jesse himself appears just above Abraham. Above Jesse is David with his harp, then the Virgin Mary, then Christ. Around Christ are seven doves signifying seven gifts of the Holy Ghost, and at each side

are angels. Other figures are mostly prophets, some with scrolls bearing prophecies. Top left is Malachi ("... behold, he shall come . . . But . . . who shall stand when he appeareth?"—Mal. 3:1–2). At middle left is Daniel; bottom, Amos. At top right is Sibyl, originally a Greek prophetess who appeared also in Jewish religion. Then come Ezekiel and (*bottom*) Joseph, husband of Mary, who, not being a prophet, simply holds a lily.

CONTINUED ON NEXT PAGE

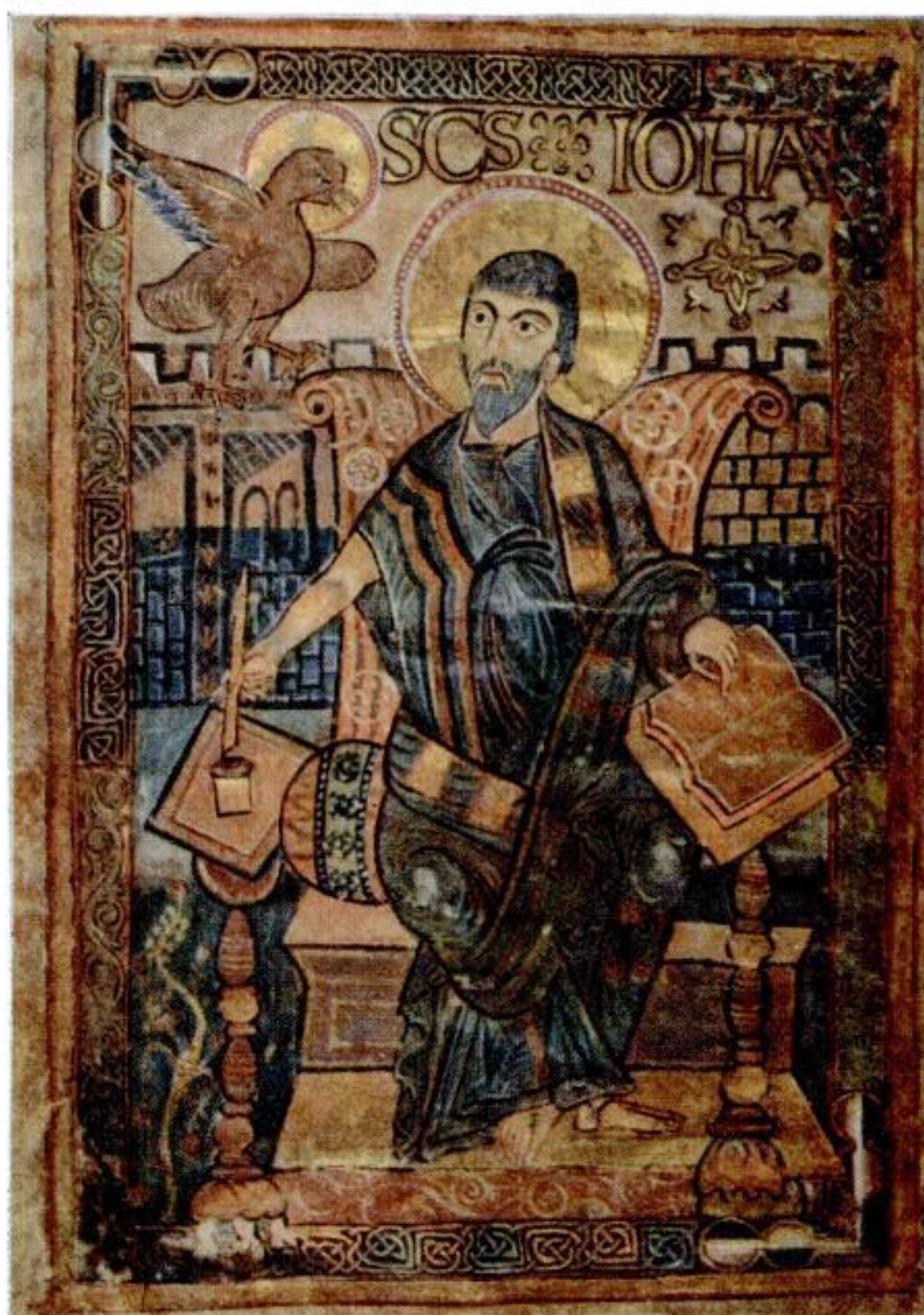
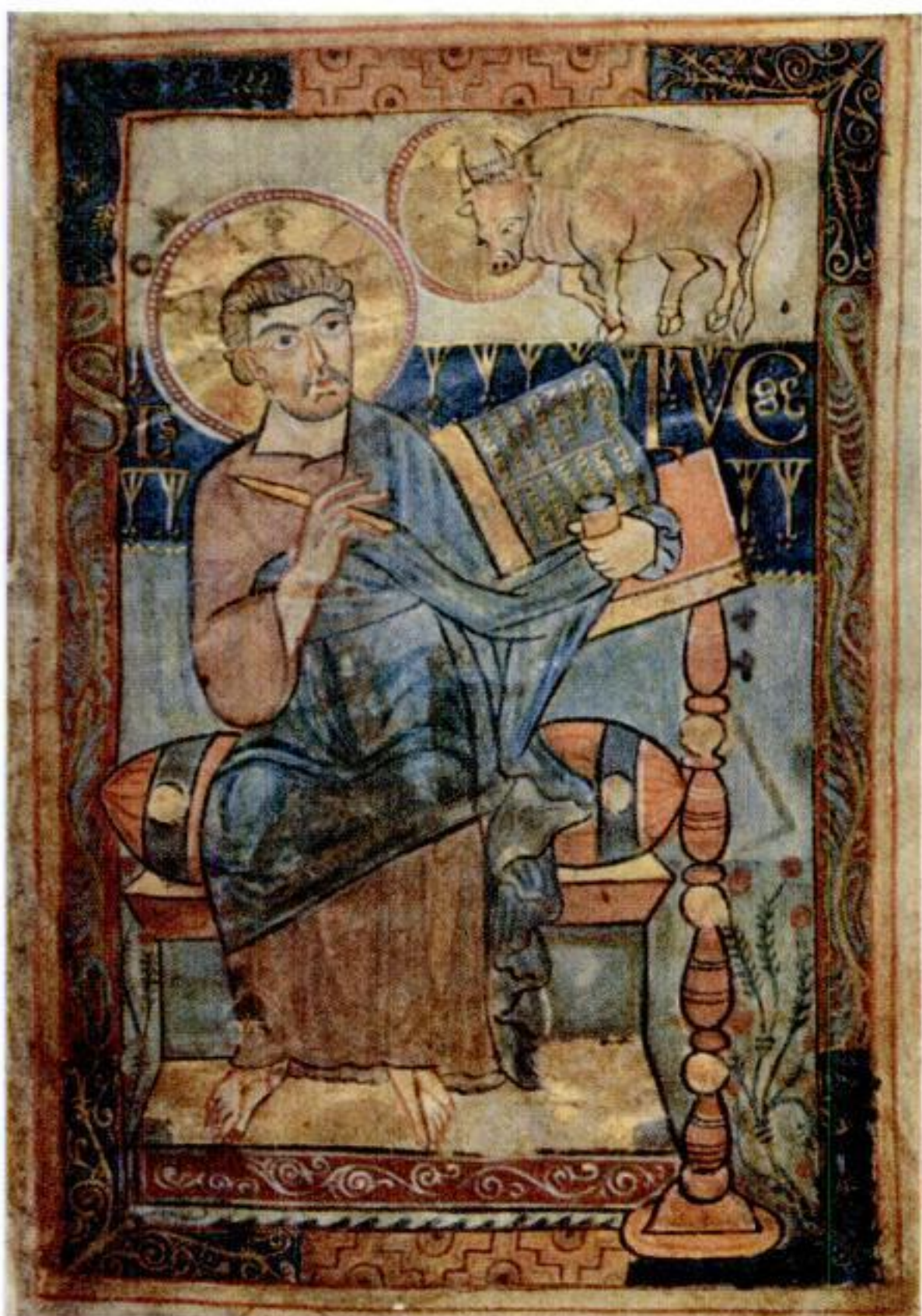
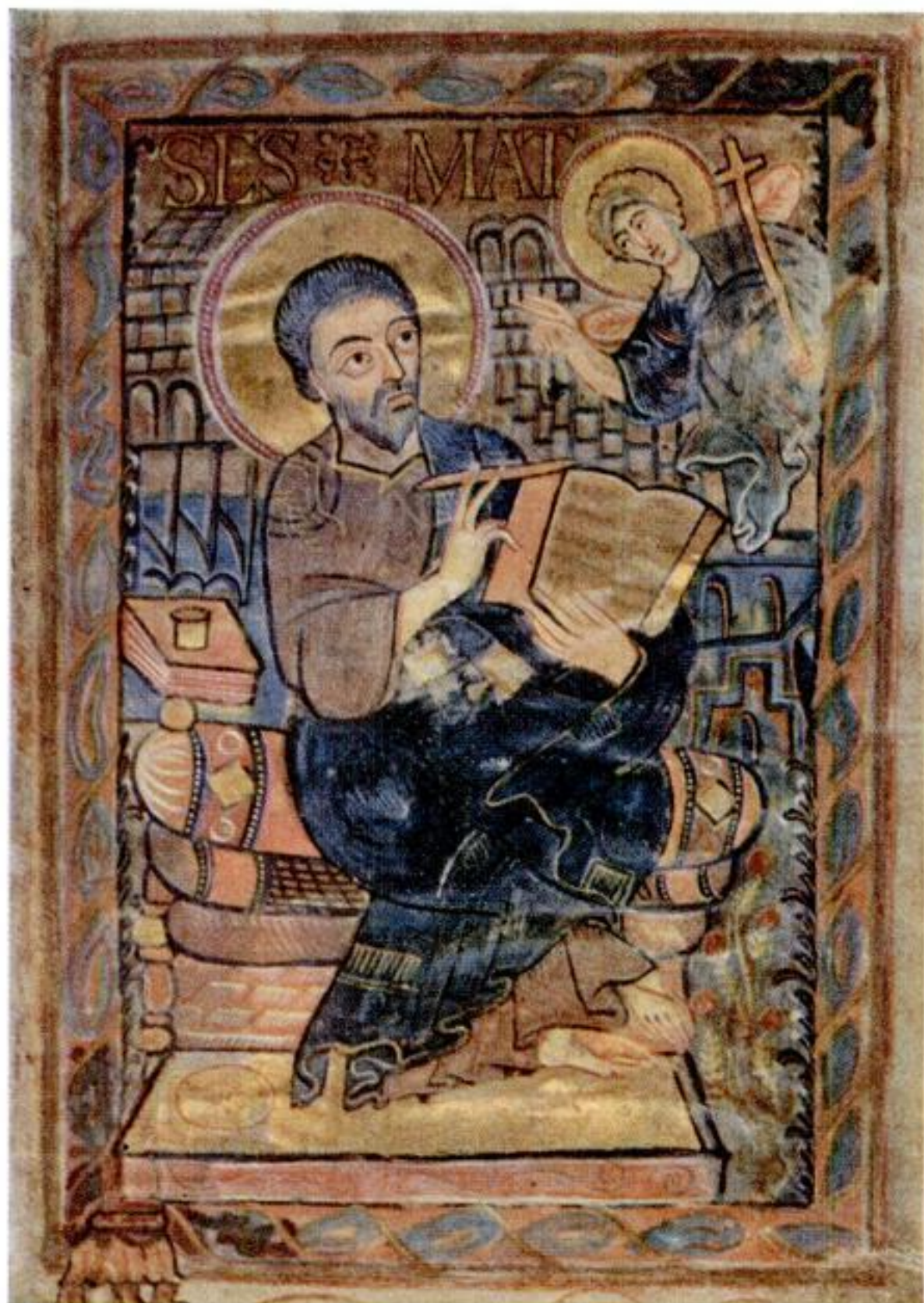




**L**IFE OF ST. MATTHEW is sketched in Gospel Book of Johannes von Troppau, which is now in the Austrian National Library. Von Troppau, a 14th Century artist, produced the book for Duke Albrecht III, whose family arms appear at corners. Later it came into possession of Emperor Frederick III, who wrote the date 1444 on left side of this page. At top left Matthew, a tax collector, is called by Christ.

Rest of pictures show him in Ethiopia, where he is believed to have spent his last years. Other pictures on top row show him exorcising a dragon and a devil. In second row he preaches to Ethiopians and raises king's son from the dead. In third row grateful king kneels before him; king is baptized; Matthew writes gospel. Bottom row shows him again preaching, being killed by Ethiopians; and the remorseful king taking own life.





**T**HE FOUR GOSPEL MAKERS are shown in the richly ornamented Gospel Book of Charlemagne. Ordered by Charlemagne around 781 from a monk named Godessalc, it is earliest known Carolingian manuscript in existence. Today it is at the Bibliothèque Nationale in Paris. Each illustration shows the gospel maker with his symbol. At top left St. Matthew listens attentively to his symbol, the angel. At top right

St. Mark turns toward a lion. At bottom left St. Luke is accompanied by the ox. St. John is at bottom right with an eagle. Above some figures, initials for saint's name are visible (St. John is SCS IOHA for Sanctus Johannes) and visible in some of the books are the first words in that gospel. Latin letters in St. Mark's book stand for "The beginning of the gospel of Jesus Christ, the Son of God; As it is written in the prophets. . ."

CONTINUED ON NEXT PAGE





THE STORY OF PAUL is partly told in Codex Paulinus of Rome's church of St. Paul's Outside the Walls. The first of the great Christian missionaries was a Jew originally named Saul, who spurned Christianity and persecuted Christians. In top panel at left Saul receives instructions to go to Damascus and capture Christians (Acts 9:2). On road to Damascus he is struck blind (*top, right*) and is asked by Jesus,

"Saul, Saul, why persecutest thou me?" Blinded, Saul is led to Damascus (*center panel, left*) where Ananias, an old man, has been called by Jesus while asleep (*right*) to go to Saul and restore his sight. After Ananias does so (*center*), Saul proclaims Jesus the Son of God. Later he takes Christian name of Paul. In bottom panel he tries to convert the Jews, who decide to kill him. He escapes from Damascus in a basket and flees (*bottom, right*).





Little girls and big girls, too...  
 need the Natural Oil Protection of Woodbury Shampoo

Here's a shampoo that treats your hair gently while it washes it clean and shiny. Woodbury is a natural oil shampoo. That is why it helps to preserve the natural oils of your own hair. It's far less drying, so your hair is easier to comb and arrange. Because it is bought by millions of families, Woodbury Coconut Oil Castile Shampoo is priced much lower than you would expect to pay for such quality. That makes it the ideal shampoo for *your* whole family. Try it today.

*Woodbury Shampoo... best for all the heads of the family*







WITH PATIENCE AND CONCENTRATION, MARY SCHULTE, 3, CAREFULLY WALKS HER DOLL ACROSS AN OMAHA HOSPITAL FLOOR IN GAIT-TRAINING EXERCISE

## A CURE FOR TWO MARYS

**Polio-stricken child gives her doll the same kind of care she has undergone—and benefits herself**



The daily trips to the physiotherapy room at Omaha's Bishop Clarkson Memorial Hospital started for 3-year-old Mary Schulte soon after she came down with polio last September, and in a short while they were an accepted part of her life. Mary understood that all the muscle-pulling exercises and treatment were intended someday to remove the brace on her partially paralyzed right leg and the constricting band about her waist. One day last month, cradling her favorite doll as she went in for

treatment, the girl asked, "Can I 'pull' Little Mary?" The physiotherapist understood and obligingly fell in with the scheme. Whenever Big Mary was through exercising, she put Little Mary through the same paces, faithfully and accurately. To make it easier for her the hospital even set up a doll-sized table for the patient's patient. The youngster at last is walking again, with assistance, and the hospital staff is sure that in her simple effort to help her namesake Big Mary has helped herself.

CONTINUED ON PAGE 93



# Have you made the side-by-side test?

Turn on any other TV set first...  then turn on a Crosley...  This simple side-by-side test will convince you

You can see it **BETTER**  
on a **CROSLEY**

ALL-CHANNEL RECEPTION WITH UHF BUILT RIGHT IN NOW! (This feature is optional.)



You can own this 21-inch Crosley, The Executive, for as low as \$3.55 a week. Special center dial for all 70 UHF channels.

#### 9 REASONS WHY YOU CAN SEE IT BETTER ON A CROSLEY TV

- Sharp, clear image. No disturbing patterns.
- Always in focus, right to edges of the screen.
- Interference virtually eliminated. No fade.
- Greater picture-pulling power. Distant stations come in clearer. Ideal for fringe areas.
- All channels. Built-in UHF optional.
- Full-room viewing. See it all from any viewing angle.
- Reduced service calls. Auxiliary controls in easy reach for minor adjustments.
- No-glare picture window is slanted to reflect room lights to floor.
- Factory- and field-tested. Just plug in.

—all backed by Crosley's 30 years' experience in electronics

Division  Cincinnati 25, Ohio



**THE SENATOR**—21-inch Crosley Table Television. With UHF built right in. Rich wood cabinet available in blond or mahogany finish. You can own this Crosley for as low as \$3.04 a week.

**17" TABLE MODELS FROM \$199<sup>95</sup>\***

\*Suggested list price

ALL CROSLEY CABINETS RICH WOOD—NOT METAL, NOT PLASTIC

CROSLEY PRICES INCLUDE FEDERAL TAX AND FULL-YEAR WARRANTY ON CHASSIS PARTS AND PICTURE TUBE.

In Canada—Manufactured and sold by Crosley Radio and Television Ltd., Toronto, Canada





"Four Hands on the Keyboard," by Douglass Crockwell. Number 78 in the series "Home Life in America"

*In this friendly, freedom-loving land of ours—Beer belongs... enjoy it!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION  
Sponsored by the United States Brewers Foundation... Chartered 1862







**PUSHING** downward on doll's head, Mary simulates exercise to stretch the thigh and back muscles. "Steady now," she counsels, "and touch your toes."



**STRETCHING** doll's thigh, Mary chatters "Lift your leg—put it down" in remarkable duplication of the physiotherapist's frequent instructions to her.



**LIFTING** doll's arm behind her back to strengthen shoulder muscle, Mary asked, "Does it hurt?" Her invariable answer to herself, "Ooh, it hurts."

CONTINUED ON NEXT PAGE

# ...relax in Canada

Enjoy fresh sights... **VACATIONS UNLIMITED**  
...in this wide land of friendly people



MORE THAN A MILLION square miles of holiday variety beckon you across the border... and you'll play in "picture country" all the way! Enjoy go-as-you-please motoring in spectacular mountain settings; roam in the vast, green glory of famous National Parks. Follow colourful coastlines where you'll linger on quiet beaches with all the sand you want to yourself.

HAVE FUN with new friends in refreshing lake-and-river resorts. Sail, swim; go canoeing and boating. Delightful "play-suit life" is always easy to find.

CORRAL yourself some dude ranch relaxation, or try your luck at hooking a "big one" in famed fishing waters, quiet pools. See your travel or transportation agent soon; send the coupon now.



01-1-01-53-02  
**CANADIAN GOVERNMENT TRAVEL BUREAU**  
Department of Resources and Development, Ottawa, Canada

Please send your 48-page, full-colour book on vacation attractions in all parts of Canada ☐. Tell me where Canadian travel films are available in the U.S.A. ☐  
*Check ☒ as required.*

Name \_\_\_\_\_  
(PLEASE PRINT)

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_





when you look for style in shoes . . .

# look here, too



for the SOLEMARK  
of FASHION QUALITY

## AVONITE

TRADE MARK REG.



AVONITE SOLES  
are approved for the  
official Girl Scout  
shoe.



FOR FORTY-TWO YEARS SPECIALISTS IN FINE SOLE MATERIALS

Today, America's best styled shoes are soled with **AVONITE**. They are fashioned for fun; lightweight, flexible, made to make busy feet beautiful . . . and comfortable! For **AVONITE** soles are firm and sturdy; preserve the style and fit of the shoe, yet are so flexible they never need "breaking-in." Turn over the next new shoes you like the looks of . . . if the sole is marked **AVONITE** . . . buy them with confidence!

**AVON SOLE COMPANY** • AVON, MASSACHUSETTS  
makers of the famous **AVON DU-FLEX** and **CUSH-N-CREPE SOLES**

not on all shoes . . . just the best ones

Two Marys CONTINUED



**HOSPITAL HELPER**, almost hidden by the litter, pushes her doll through the corridor during the course of Big Mary's and Little Mary's daily therapy.



Says Al Rossi,\* a sound engineer,  
 "About whiskey there's one thing that's clear:  
 If you're seeking the best,  
 Make this easy taste test.  
 You'll find **Calvert** the brand without peer!"



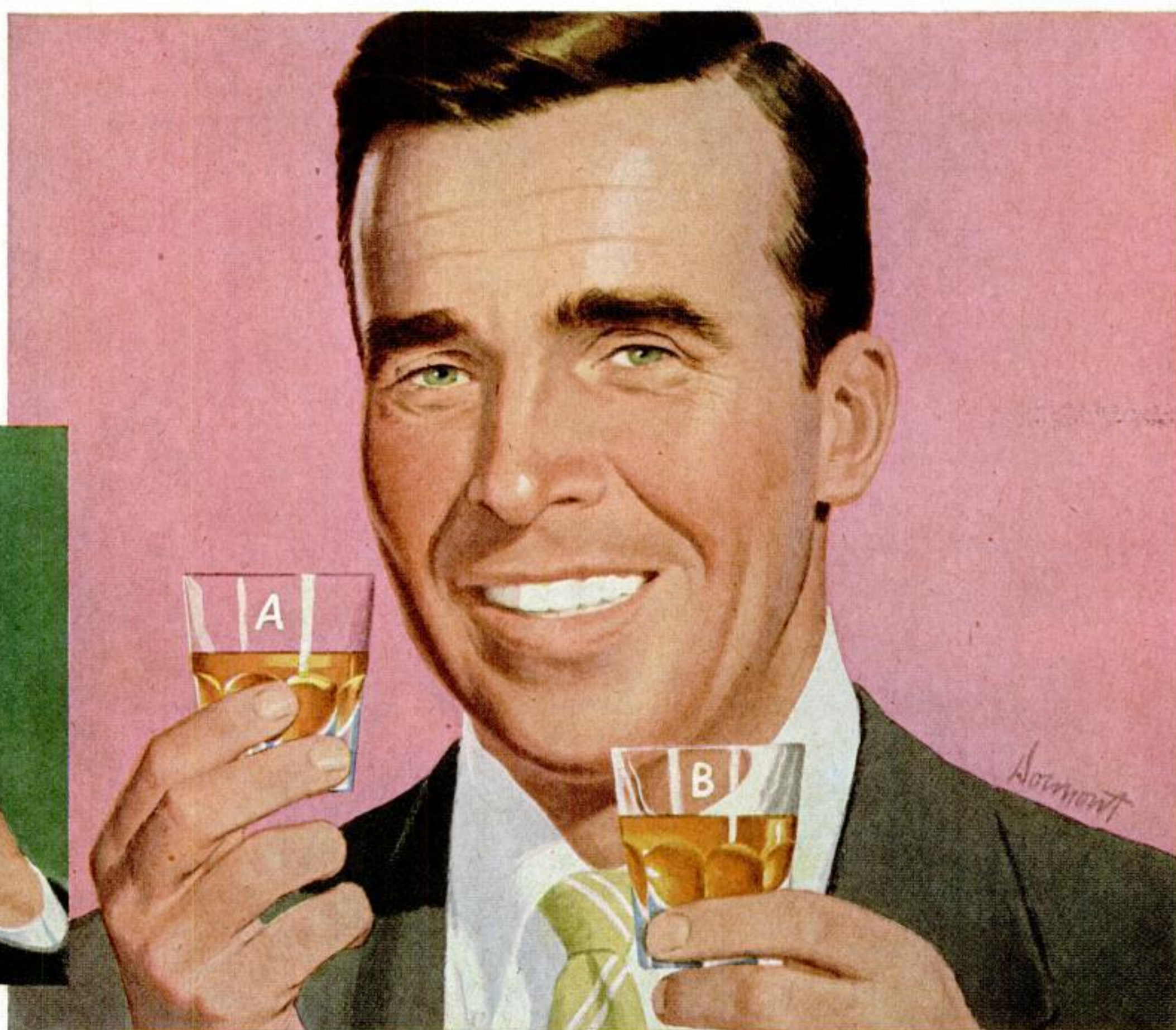
\* AL ROSSI, TV and sound engineer, Lowell, Mass.



1. **SNIFF** Calvert and any other whiskey to make sure which has the finest *bouquet*. Use 1/4-oz. samples of each—*without knowing which is which*.

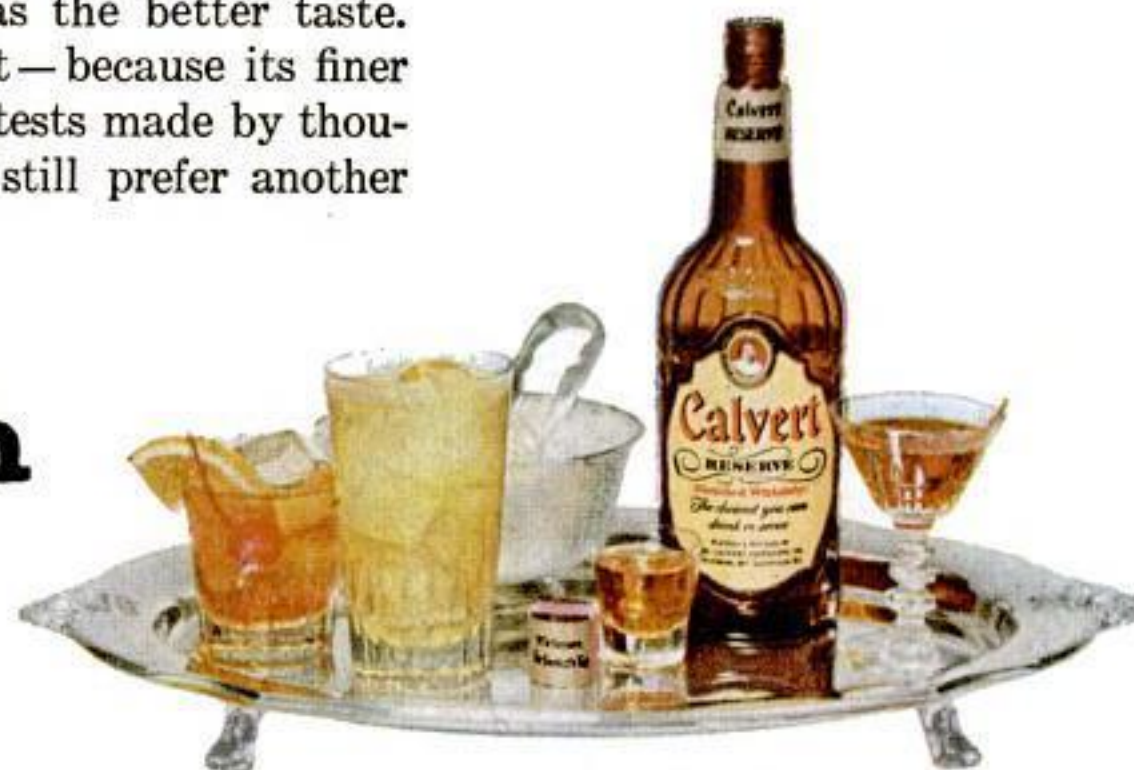


2. **TASTE** each whiskey *critically* to compare smoothness and mellow-ness. Then swallow *carefully* to be certain which is free from bite, burn or sting.



3. **CHOOSE** the whiskey that *really* has the better taste. We're confident you will pick Calvert—because its finer taste is determined by scientific taste tests made by thousands of folks like you. But if you still prefer another brand, stick with it. *Fair enough?*

**Compare...** and you'll switch  
 to **Calvert**



CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS CORPORATION, NEW YORK CITY



ahhh!  
a really new  
salad idea!

# Soufflé

*MADE THE NEW  
FAST-FROST WAY!*

If you're a salad-lover (who isn't?) . . .  
. . . but you've run out of new salad ideas  
(who hasn't?) . . . this will be the best news  
you've read in years!

Hellmann's and Best Foods *Real* Mayonnaise (the Whole-Egg Mayonnaise) and Jell-O (Now's the time for) have come up with a completely new kind of salad. One that wins applause—especially from men—like no other salad you ever served!

It's the rich, creamy-smooth SOUFFLÉ SALAD—and all you need is Jell-O and *Real* Mayonnaise and your favorite vegetables, fruit, chicken, cheese, etc. (see below).

Once you've tried one of our recipes—for Lenten meals, or light dinners, or just salads—you'll probably be able to create combinations of your own, just as appealing and excitingly new. Get started today!

**BASIC RECIPE — EASY AS 1-2-3**



**1** Dissolve 1 package Lemon or Lime Jell-O in 1 cup *hot* water. Add ½ cup cold water, 1 to 2 tablespoons vinegar or lemon juice, and ½ cup Best Foods or Hellmann's *Real* Mayonnaise. Season with salt and pepper. Blend well with rotary beater. Pour into freezing tray.

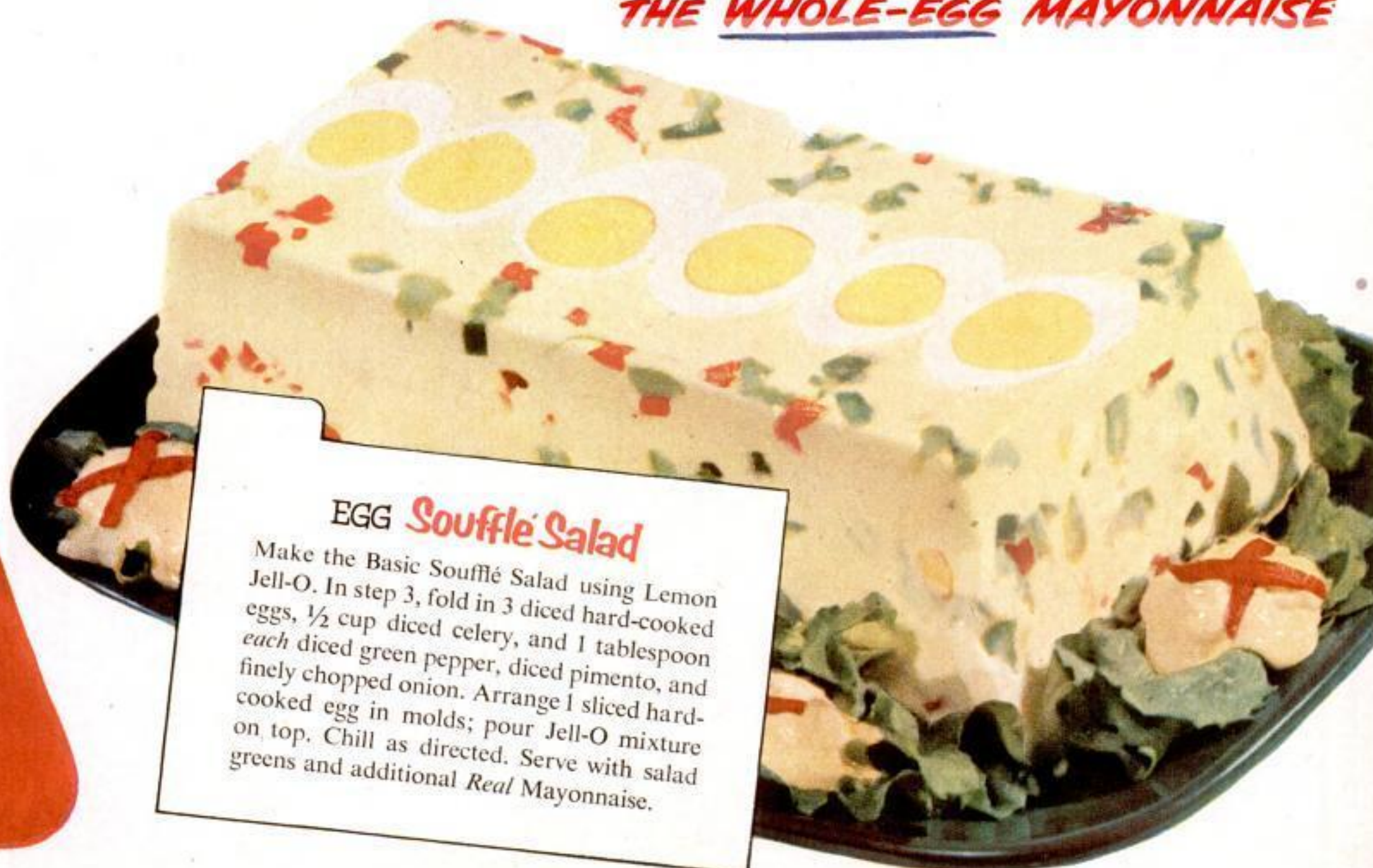


**2** Quick-chill in freezing unit (without changing control) 15 to 20 minutes, or until the mixture is firm about 1 inch from edge but soft in center. Then turn mixture into a bowl and whip with a rotary egg beater until fluffy and creamy smooth.



**3** Fold in 1 to 2½ cups vegetables, fruits, fish, poultry, meat, cheese, or eggs. Pour into 1-quart mold or individual molds. Chill until firm in refrigerator (*not* freezing unit) 30 to 60 minutes. Serve on salad greens with *Real* Mayonnaise. Serves 4 to 6.

**JELL-O and  
Best Foods or Hellmann's  
THE WHOLE-EGG MAYONNAISE**



## EGG Soufflé Salad

Make the Basic Soufflé Salad using Lemon Jell-O. In step 3, fold in 3 diced hard-cooked eggs, ½ cup diced celery, and 1 tablespoon each diced green pepper, diced pimiento, and finely chopped onion. Arrange 1 sliced hard-cooked egg in molds; pour Jell-O mixture on top. Chill as directed. Serve with salad greens and additional *Real* Mayonnaise.



# Salads!

## VEGETABLE TUNA Soufflé Salad

Make the Basic Soufflé Salad using Lime  
Jell-O. In step 3, fold in 1 cup shredded  
carrots, 1 cup shredded cabbage, 1/4 cup  
drained finely diced cucumber, and 1 table-  
spoon finely chopped onion. Serve with tuna  
fish and additional *Real* Mayonnaise.



## COTTAGE CHEESE Soufflé Salad

Make the Basic Soufflé Salad using Lemon  
Jell-O. In step 3, fold in 1 cup chopped raw  
spinach, 3/4 cup cottage cheese, 1/3 cup diced  
celery, and 1 tablespoon finely chopped  
onion. Serve with sliced tomatoes and addi-  
tional *Real* Mayonnaise.



Now's the time for

## Soufflé Salads!

MADE THE NEW  
FAST-FROST WAY!



For uniformly fine results, be sure to use only Jell-O and Best Foods or Hellmann's *Real* Mayonnaise, with which this new salad idea was expressly created by our Consumer Kitchens.

JELL-O IS A REGISTERED TRADE MARK OF GENERAL FOODS CORPORATION  
BEST FOODS, AND HELLMANN'S ARE REGISTERED TRADE-MARKS OF THE BEST FOODS, INC.





*Anne Baxter*

co-starring in "I CONFESS"  
A Warner Bros. Production

**ANNE BAXTER** says, "Yes, I use Lustre-Creme Shampoo." In fact, in less than two years, Lustre-Creme has become the shampoo of the majority of top Hollywood stars! When America's most glamorous women use Lustre-Creme Shampoo, shouldn't it be *your* choice above all others, too?

## For the Most Beautiful Hair in the World 4 out of 5 Top Hollywood Stars use Lustre-Creme Shampoo



**Glamour-made-easy!** Never was hair care easier or more rewarding. In hardest water, Lustre-Creme Shampoo foams into lavish, deep-cleansing lather that actually "shines" as it cleans . . . leaves hair soft and fragrant, gleaming-bright, free of loose dandruff.



**Will not dry hair!** Wonderful Lustre-Creme doesn't dry or dull your hair—even if you want to shampoo every day! Lustre-Creme is blessed with *Natural Lanolin* to make up for loss of protective oils . . . bring out glorious sheen and sparkling highlights in your hair.

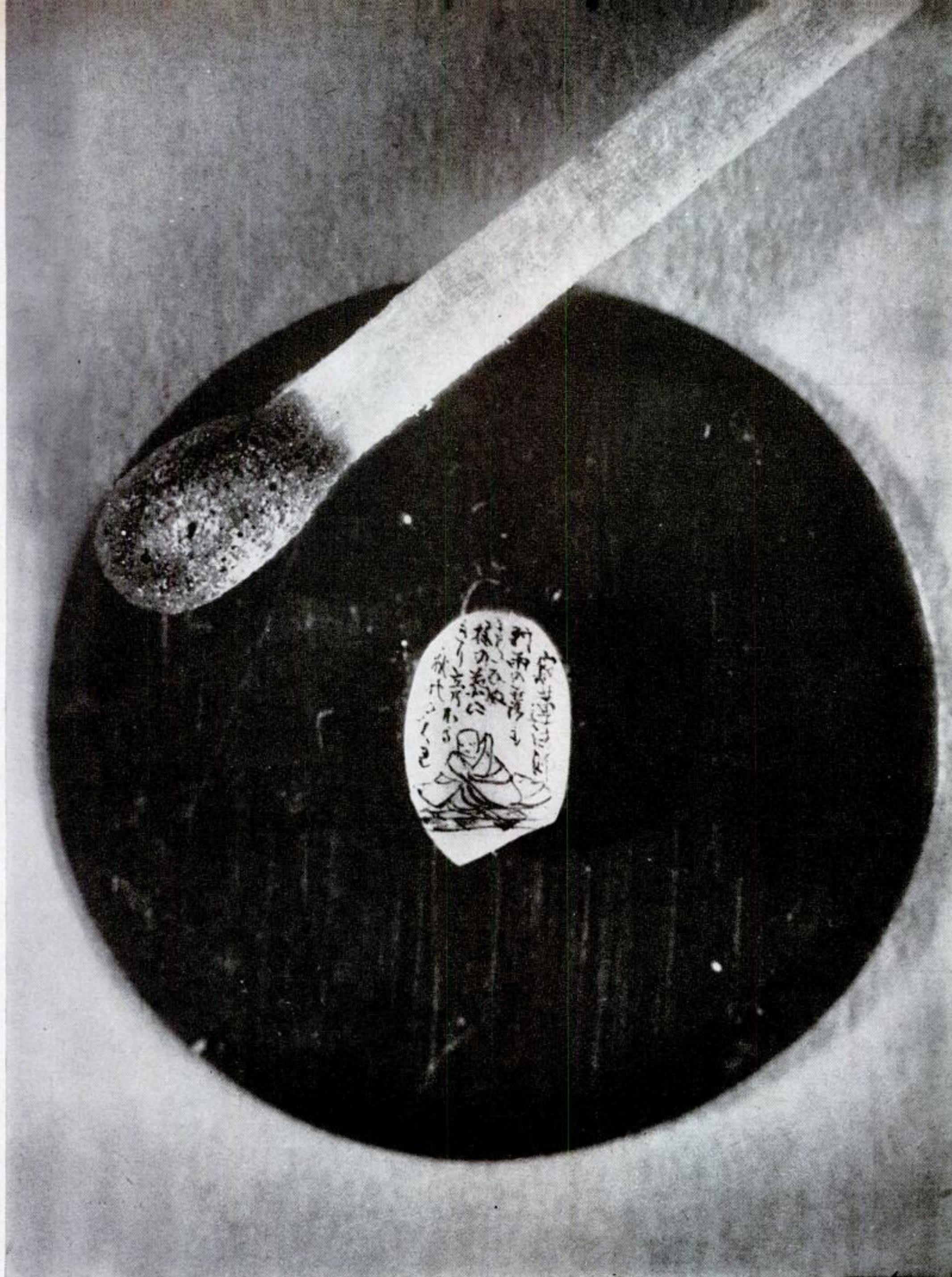


**Makes hair eager to curl!** Now you can "do things" with your hair—right after you wash it! Lustre-Creme Shampoo helps make hair a joy to manage. Even flyaway locks respond to the lightest touch of brush or comb. And this, without any special after-rinses!



Fabulous Lustre-Creme costs no more than other shampoos—27¢ to \$2 in jars or tubes.





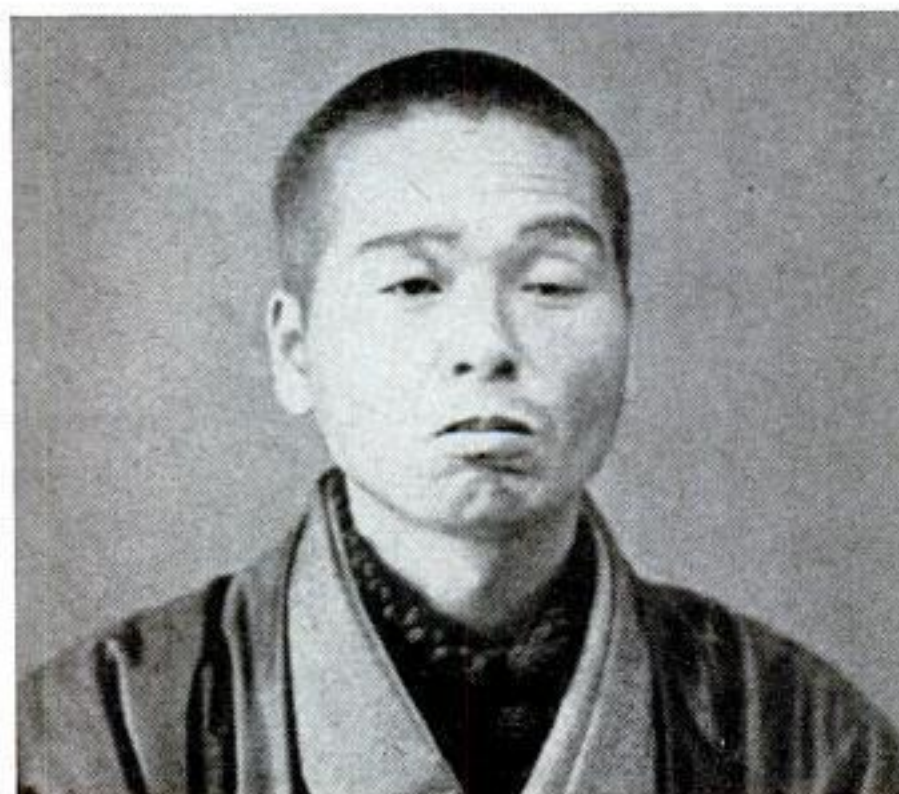
DEER HORN WITH INSCRIBED POEM, MAGNIFIED NINE TIMES HERE, IS NO LARGER THAN HEAD OF SAFETY MATCH

## Microscopic Writing

### JAPANESE DISCOVER RARE EXAMPLE OF A LOST ART

Japanese artists, whose work is characterized by intricate and painstaking detail, once practiced a craft which went a step farther than the Occidental stunt of writing the Lord's Prayer on the head of a pin. They performed feats of microscopic writing, using a common lettering brush, without the aid of a magnifying glass. They credited their accomplishment not to extraordinary vision but to superhuman guidance which enabled them literally to write what they could not see. As one artist described it, he simply "imagines" large letters in his mind, and his fingers respond with delicate sensitivity to his "subconscious."

In Japan, where the art is no longer practiced, a rare collection recently was found and judged to be the greatest of all microscopic writing. Completed in 1917 by Hoshu Tatsuta, it consists of 100 Japanese poems inscribed on tiny pieces of deer antlers and decorated with portraits of the poets. Japanese experts, who valued it at \$5,000, call the Tatsuta collection an "unprecedented masterpiece."



HOSHU TATSUTA, a schoolteacher, spent 13 years copying the poems before his death in 1921.

CONTINUED ON PAGE 102

**"DAD RATES WHEN HE  
GIVES ME DUBBLE BUBBLE!"**



says  
"Slugger"  
Wilson

EARL "SLUGGER" WILSON, 9-year-old son of the well-known syndicated columnist Earl Wilson, says, "Dad really rates with me when he brings home a bag of Fleer's Dubble Bubble Gum. It tastes real good and blows bubbles nice and easy."

**World's best value  
for a  
penny!**

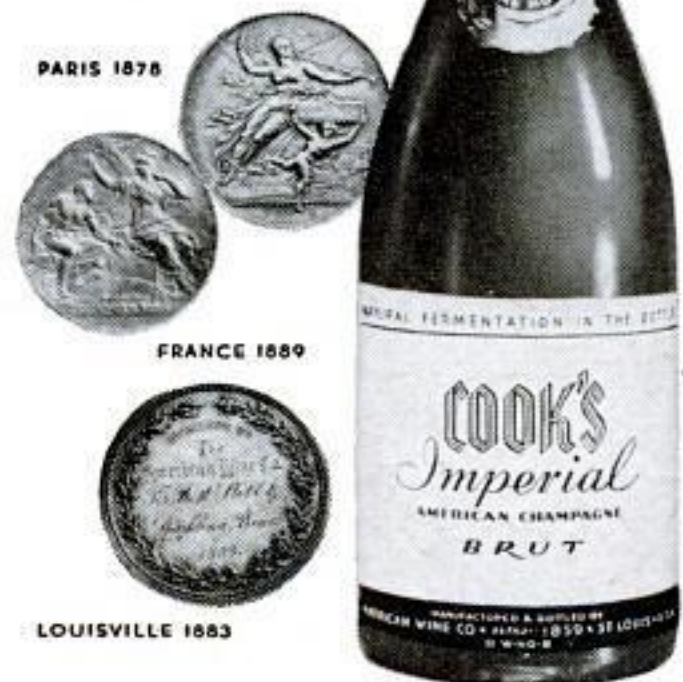


**FUNNIES, FACTS, FORTUNES  
ON EVERY WRAPPER!**

**BUY IN 5, 15, AND  
20-PIECE PACKAGES**

**RENOWNED  
'ROUND THE WORLD**

**COOK'S**  
*Imperial*  
AMERICAN  
*Champagne*

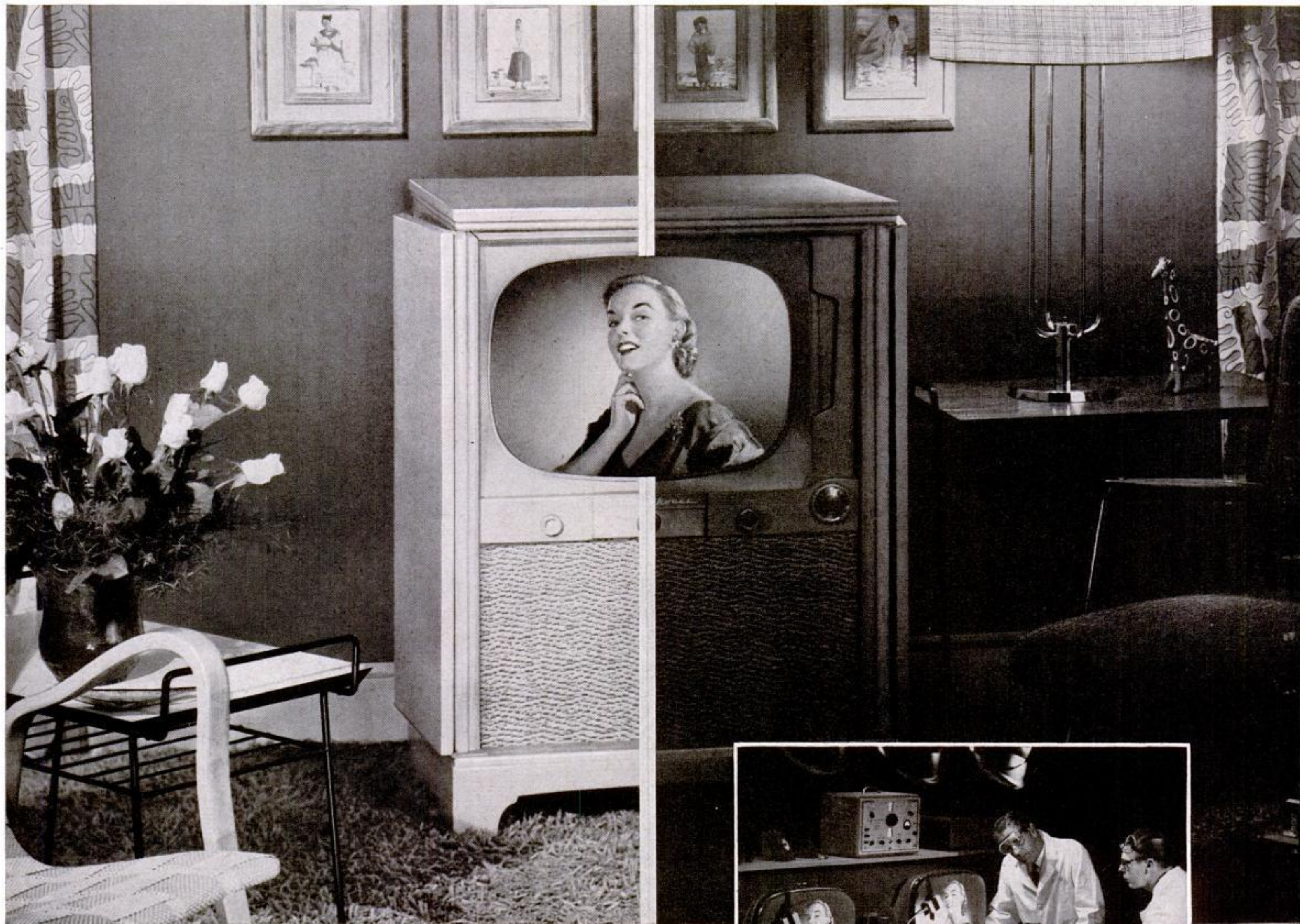


America's traditional  
toast for over 100 years  
...Dry...Extra dry...Brut

American Wine Co., St. Louis, Mo.



# *New!* Westinghouse



## Room dark or light . . . Picture is right **AUTOMATICALLY**

Now you can have a TV picture that you adjust once and never touch again!

Snap lights on or off, it doesn't matter. The picture instantly adjusts itself automatically. Let the sun shine in or not. The picture is always perfect.

You don't believe such a thing is possible? You will when you see it. Ask your Westinghouse dealer to show you this latest engineering marvel. Only Westinghouse, the maker of the first electronic television receiver, has it.

**Free Booklet!** Write for "How to Get What You Want in a TV Set." Send your name and address to Westinghouse Television-Radio Division, Dept. L-2, Sunbury, Pa.



*Here a Westinghouse with Automatic Brightness Control and an ordinary television receiver were tuned for a perfect picture in a room with lights dim.*



*When the lights were turned on, the Automatic Brightness Control adjusted the Westinghouse to a perfect picture. The ordinary set washed out.*



# television picture adjusts itself automatically



No matter how your room lighting changes, the new Westinghouse Automatic Brightness Control adjusts the picture automatically. You always have the right brightness and contrast in spite of changes in the surrounding light.

But this is only one of many new features. Only Westinghouse offers so much convenience and performance!

**New Automatic Area Selector.** No manual switch to bother about. Westinghouse automatically adjusts for local, distant, or in-between stations.

**Improved Electronic Clarifier.** Wherever you live you get clear pictures that stay clear automatically.

**New Advanced Cascode Tuner.** You get clearer pictures from over 100 miles away with this newest, finest tuner.

**Single Dial Tuning.** Simplest, easiest tuning system ever for both VHF and new UHF channels.

## THREE WAYS TO ADD UHF

1. Add one or two channels with exclusive Westinghouse plug-in receptors. So easy you can do it yourself.
2. Provide for all 70 UHF channels by adding a small built-in tuner. No holes to drill. No knobs to add.
3. Buy your Westinghouse set with UHF built in.

## NEW WESTINGHOUSE MODELS PRICED AS LOW AS \$199.95\*

See the new group of De Luxe and Custom De Luxe receivers at your dealer's now. You get the same high-quality performance in every model regardless of price. Prices include Federal tax and warranty including full year's warranty on picture tube.

Never before has so much value, so much performance, so much convenience been built into a television set. Compare Westinghouse with any other make . . . compare and you'll buy Westinghouse.

## FOR CLEAR PICTURES THAT STAY CLEAR, BUY WESTINGHOUSE TELEVISION



**NO STREAKS**



**NO FLUTTER**



**NO FLOP-OVER**

**YOU CAN BE SURE...IF IT'S**

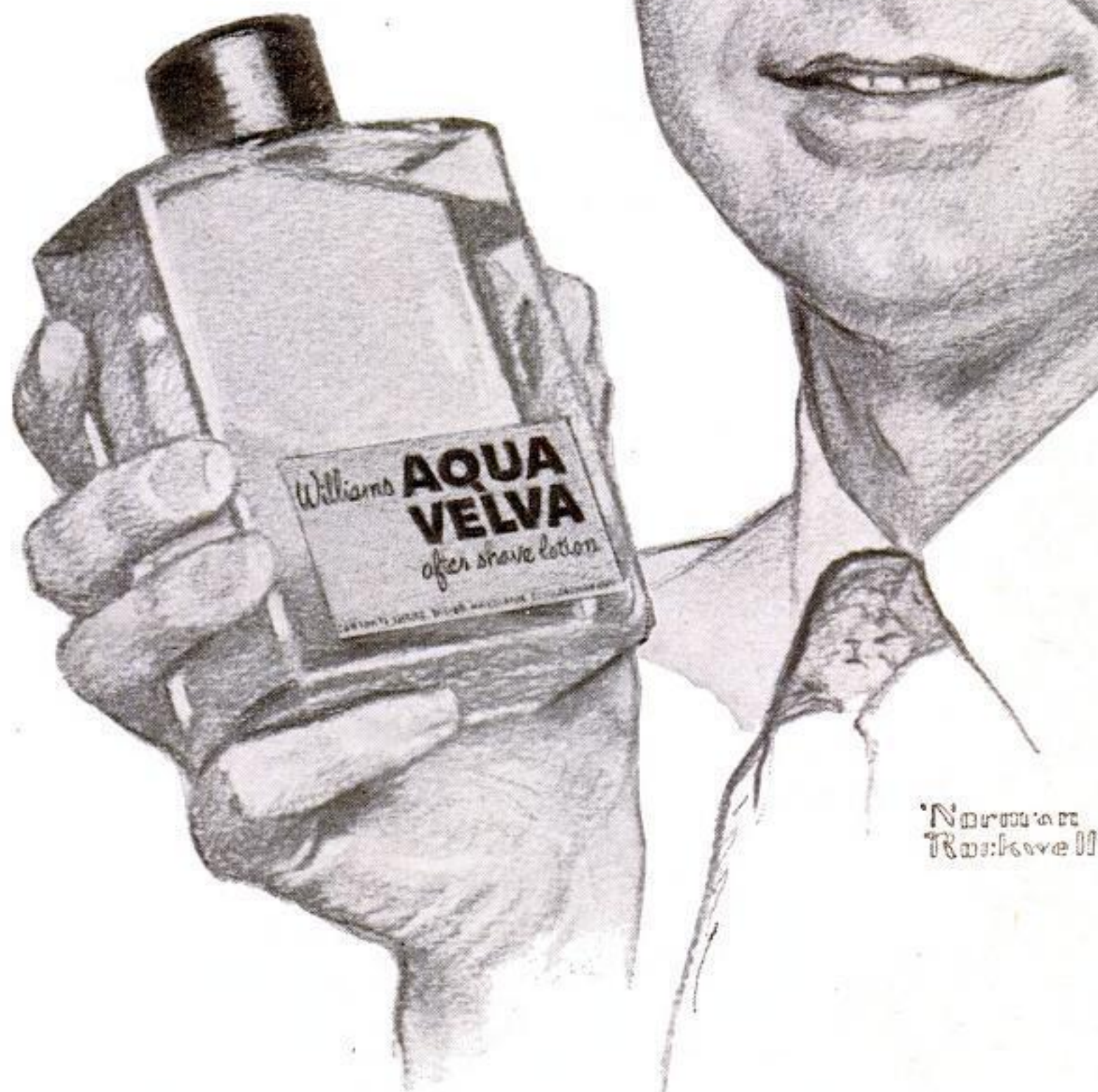
# Westinghouse

Tune in TV's top dramatic show . . . WESTINGHOUSE STUDIO ONE . . . every week over CBS-TV

\*Prices slightly higher in the West and South.  
Subject to change without notice.



*A luxury  
that actually  
does you good*



*You should use it  
You'll like to use it...*

**MORE MEN** come to them for help for skin infections *due to shaving*, dermatologists say, than for any other cause.

These infections often spring from tiny nicks and scratches you can't even see. Often, these tiny cuts become more serious than major ones because you take care of major cuts but neglect little ones.

Yet this need not happen—if you use Aqua Velva regularly after every shave. Two special ingredients in Aqua Velva automatically help take care of any break in the surface of the skin. The tingling

sensation you feel when you apply it is *proof* of Aqua Velva's action.

**Why you'll like Aqua Velva**

In addition to the tingling sensation and pleasant aroma—found in Aqua Velva alone, you will enjoy the feeling of well-being and being well-groomed.

*A 5-second dash of Aqua Velva gives the perfect final touch to your shaving routine.* Favorite of men the world over, it is a luxury you owe to yourself. Get a bottle today!

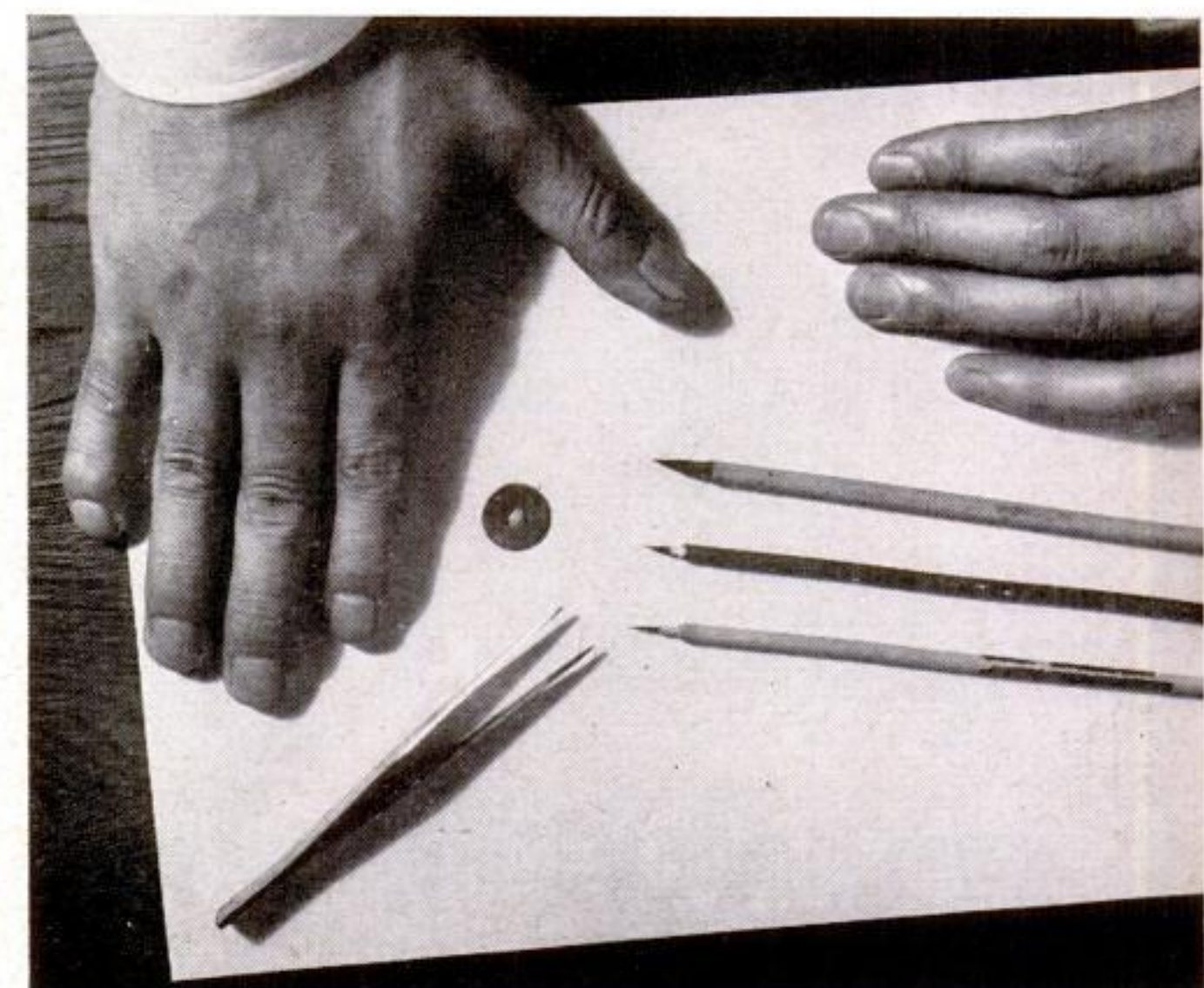
**P.S. to Wives:** Give him the luxury lotion he'd buy for himself! Distinguished gift bottle, 11 ounces.



**ONLY SURVIVING PRACTITIONER** of art is Dr. Sosen Miyake who now considers himself too old to continue. Here he holds a sample of his work.



**TATSUTA COLLECTION**, mounted in 100 glass frames, is examined by Takashi Suzuki, whose family owned set since 1921 without knowing its value.



**PIECE OF DEER HORN**, inscribed by Tatsuta and mounted on a bronze plate, is compared for size with tweezers and writing brushes used by artist.



Wonderful way to enjoy  
Nature's most refreshing flavor

# PINEAPPLE UPSIDE DOWN CAKE

so easy to make with....



...Canned Pineapple



Just take  
a can of crushed Pineapple or...  
Pineapple tidbits or chunks... or  
sliced Pineapple and follow your  
favorite upside-down  
cake method

**PINEAPPLE JUICE**  
CANNED  
TROPIC-FRESH  
IS WONDERFUL  
ANY TIME!



PINEAPPLE GROWERS ASSOCIATION  
San Francisco





## It's going to be a wonderful CHROMSPUN world

Now from Eastman comes an answer to fabrics that fade: a problem that has long spoiled your pleasure in colorful clothes, home furnishings. It's Chromspun, the new Eastman acetate fiber with color locked in—fast to light, atmospheric fumes, perspiration, washing, dry cleaning, and crocking.

You can live in it, sleep in it, swim in it, enjoy it in your home. And because Chromspun is an Eastman acetate fiber, you get these dividends too: resistance to soiling, wrinkling, shrinking; easy cleaning, quick drying; moth and mildew immunity... in fabrics that look, feel luxurious and drape like a dream.

SHOWN HERE: curtains you can always color-match; quilted puff, lampshade, Chromspun lined train-case atmospheric fumes won't fade; blouse perspiration won't stain; bathing suit chlorinated pools won't dim; negligee that stays color-fresh; umbrella that won't streak; exciting new fabrics by the yard. Ask for Chromspun fashions in the finest stores. TENNESSEE EASTMAN COMPANY, 260 MADISON AVENUE, N. Y.

**CHROMSPUN** IS THE COLOR-LOCKED

**Eastman** ACETATE FIBER

TENNESSEE EASTMAN COMPANY, division of EASTMAN KODAK COMPANY





SITTING POISED AND PRETTY ON DESK, NELL OWEN LISTENS INTENTLY AS SIXTH-GRADER KATHY KENNERMER GIVES EXTEMPORANEOUS SPEECH TO CLASS

## A PRIZE BLACKBOARD BEAUTY

### Pupils help Dallas blonde win title of 'Prettiest U.S. Teacher'

When the new speech teacher hove into view, the principal of Dallas' James B. Bonham School was aghast. Nell Owen was much too young ("she was 20 and said to myself, 'Oh Lord, here's another discipline case; those kiddos will take her by storm'"); and too pretty ("we thought she was a little flapper, and we held our breath for a few days"). In the year since she first showed up, Nell Owen has proved herself as durable as she is fetching. She has never had disciplinary trouble, her pupils from the first to the sixth grades adore her, and a few months ago they paid her the tribute of entering her picture in a contest to determine the "prettiest teacher in the U.S." It came as no surprise at

all to them when she won over 5,000 other entrants.

The contest, sponsored by the CBS radio program, *Our Miss Brooks*, to prove that "schoolteachers don't pose for Halloween masks in their spare time," rewarded Nell Owen with a free trip to Hollywood. There she met Hollywood's idea of a schoolteacher, Eve Arden, was introduced to some movie stars and made the rounds of the nightclubs. She also received scores of letters, mostly marriage proposals, but did not answer any of them because she already has a husband. Back in the classroom she told her pupils about the trip and all the stars she met. The children were disappointed about only one thing: she hadn't met Roy Rogers.



NELL OWEN ON "LIFE'S" COVER



**"I DETEST  
BETWEEN-MEAL DISHWASHING!  
— I GIVE THE CHILDREN  
*Dixie Cups*"**



- BETWEEN MEAL SNACKS
- CHILDREN'S MILK, JUICES
- LUNCHESES, PARTIES, BEDTIME
- DRINKS FOR JUNIOR'S GANG
- AVOID BROKEN GLASS
- REPLACE MESSY BATHROOM GLASS

**GET BIG  
ECONOMY-SIZE  
BOXES**



Dixie is a registered  
trade mark of  
Dixie Cup Co., Canton, Pa.

Dixie  
home dispensers  
are attractive  
... easy to use



**Now — AT A COST YOU CAN AFFORD  
FOR EVERY DAY HOME USE**

PRETTIEST TEACHER CONTINUED

**SHE GIVES 'HAPPY TALK'**

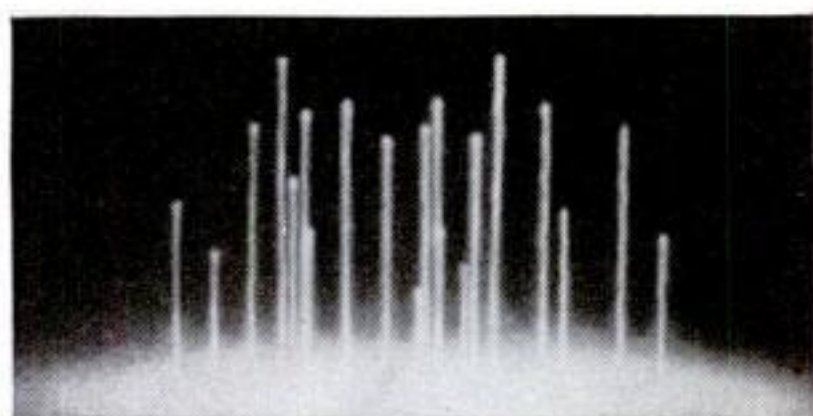


**LECTURE WITH GESTURES** looks like the "happy talk" pantomime of *South Pacific* as Mrs. Owen gives tips on speaking: "Don't look off all around the room . . . if you don't know what you're talking about, nobody else will."

[CONTINUED ON PAGE 108](#)



# New!



Scientific proof! Using precise Tracer Method technique (above), university tests prove New Fresh superior in keeping underarms dry.



Trigère designed her gown of Alençon lace over silk taffeta. Her deodorant, Fresh, designed for gentler, surer protection.

## ...a Sensational Step Forward in deodorants!

*gentle NEW FRESH will give you up to 180% more underarm protection than other leading cream deodorants. Proved by university scientists!*

Now the greatest improvement in deodorants in years is in New Fresh. By a skillful change in formula, New Fresh is now up to 180% more effective than other leading cream deodorants! It outperforms all the others in keeping underarms dry. It stops odor completely! Yet it is still as creamy soft, as extra-gentle to skin as ever!

Superior new formula! Tracer Method Tests made in a famous university laboratory prove that the gentle new moisture-control formula in New Fresh is far superior in astringent action to other leading cream deodorants! And it's the astringent action in deodorants that keeps underarms dry... actually keeps you and your clothes safer!



Sure, yet gentle! Stops underarm odor instantly... keeps underarms dry. Creamy, gentle to skin. Safe for fabrics. Use Fresh daily.

Fresh is also manufactured and distributed in Canada

*New Fresh keeps you Lovely to Love Always...*



*Easy way to a naturally radiant skin*  
**QUICK HOME FACIAL**  
**WITH THIS 4-PURPOSE CREAM!**



*Now...follow Lady Esther's super-speed recipe for true loveliness!*

**ONE-MINUTE FACIAL**



**1. Smooth Lady Esther 4-Purpose Face Cream** up your neck and face. Don't rub! This self-acting cream takes away dirt that can turn into blackheads . . . relieves dryness. Remove gently.



**2. Splash face with cold water.** Blot with soft towel. You don't need astringent. This 4-way Cream works with Nature to refine coarse pores.



**3. Smooth on a second "rinse"** of Lady Esther 4-Purpose Face Cream. Remove with tissue. A special oil in the cream softens and conditions your face for make-up.



**4. Ready now to put on your "face."** Make-up goes on smoothly—clings for hours! You're *really pretty* always.

Imagine! With one face cream alone you can give your skin all the vital benefits of an expensive beauty shop facial. Because Lady Esther 4-Purpose Face Cream *all by itself* is a complete beauty treatment. In one minute it *cleans, softens, tones* and *satinizes* your skin!

So easy now to give yourself a facial! Follow these simple directions morning or night. In the bathroom or in the kitchen. Or in the washroom, if you work. Get the Lady Esther *facial habit* for healthier, cleaner skin. Be lovely to look at always!

*Lady Esther*  
**4-Purpose FACE CREAM**



**AFTER YOUR FACIAL**

**Lady Esther Complete Creme Make-up**

Generous Compact  
**50¢**  
 Plus Tax  
 (Slightly Higher in Canada)



**Absolutely shineproof**, this new make-up keeps you perfectly groomed all day. No retouching for eight hours. Depend on Lady Esther 4-Purpose Face Cream *plus* Complete Creme Make-up for all day loveliness.

**PRETTIEST TEACHER CONTINUED**



**IN HER KITCHEN** Nell Owen gets hand with dishes from husband George Owen, a chemical manufacturer. They have been married nearly two years.



**BOUND FOR HOLLYWOOD**, Nell gets farewell hugs from some of her young students at airport.



**IN A HOLLYWOOD NIGHTCLUB**, fun-loving Nell toots it up with husband. Back in Dallas they are about to move into new three-bedroom home.



# If you like beer You'll Love Schlitz

*No harsh bitterness . . .  
Just the kiss of the hops*

This dry and mellow beer . . . this beer of  
*matchless flavor* . . . is the world's largest seller.  
More bottles and cans of Schlitz are bought  
—*millions more*—than of any other beer.



Schlitz is available in quart bottles, 12-ounce bottles, cans, and standard 24-Pak cartons. Also the handy 6-Pak carton of cans and "one-way" bottles that require no deposit.



ON TV EVERY WEEK—The popular "SCHLITZ PLAYHOUSE OF STARS." See your newspaper for time and station.

*First in Sales*

The Beer that Made Milwaukee Famous

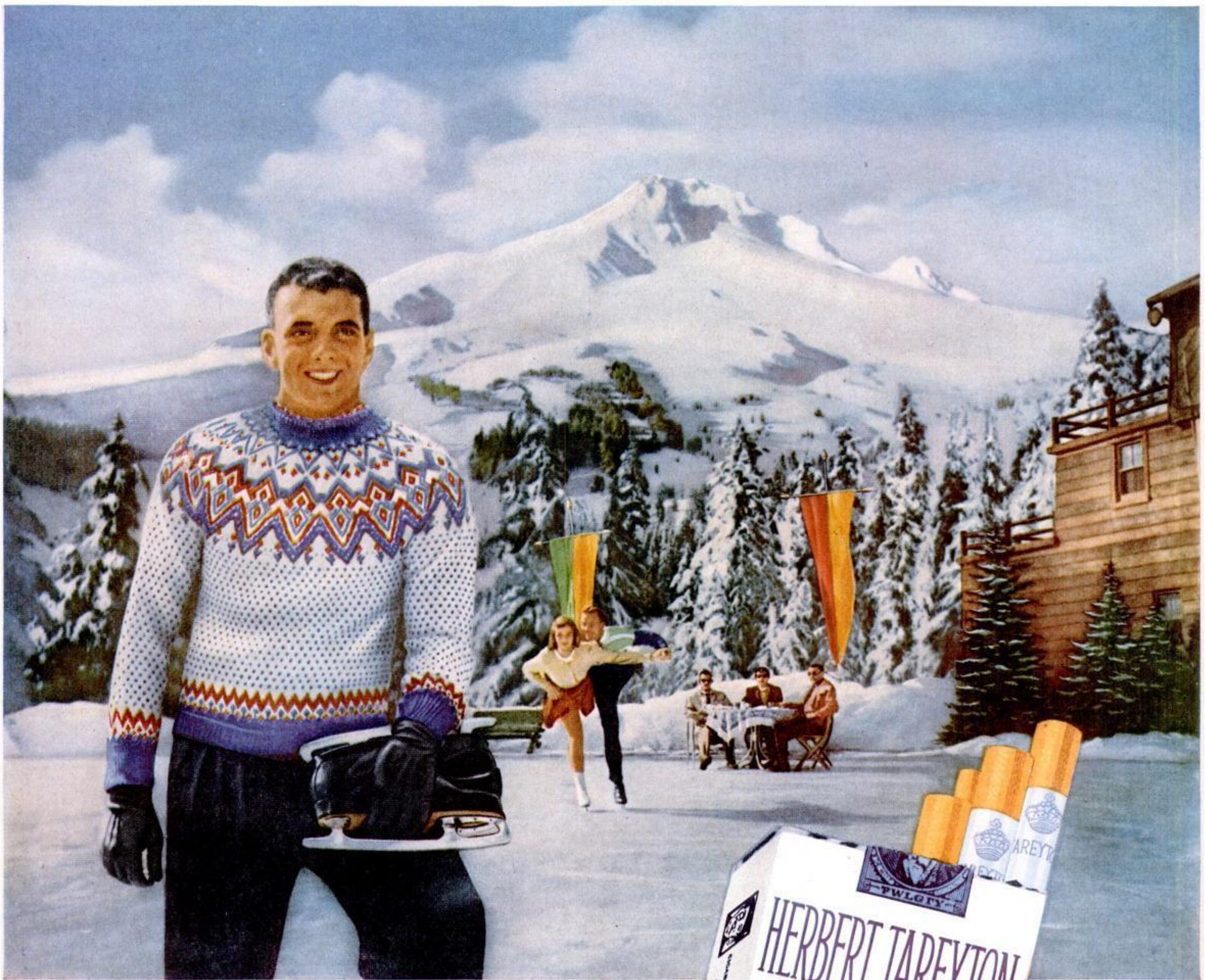
© 1953—Jos. Schlitz Brewing Company, Milwaukee, Wis.

Copyrighted material



**DISCRIMINATING PEOPLE PREFER**

**HERBERT TAREYTON**



*MR. BEVERIDGE J. ROCKEFELLER, JR., New York socialite and winter sports fan. Discriminating in his choice of cigarettes, Mr. Rockefeller says: "You can't beat Herbert Tareyton's cork tip and mild tobacco for real smoking pleasure."*

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S     S O M E T H I N G     A B O U T   T H E M   Y O U ' L L   L I K E

Copyr., The American Tobacco Company



CARL SANDBURG WRITES A PERSONAL STORY

# I went back to Galesburg



---

Carl Sandburg has lived 75 years about as richly as anyone can—as poet, novelist, eminent biographer of Lincoln, and as a guitar player and raconteur of distinction. Now he has written a warm, lively autobiography of his boyhood days in Galesburg, Ill., titled *Always the Young Strangers* (Harcourt, Brace & Co., \$5), and it has become one of the nation's best sellers. To celebrate both book and birthday Sandburg returned to Galesburg for a nostalgic visit. LIFE's Photographer Allan Grant went with him. Here, in old and new pictures and in captions written for LIFE by Sandburg himself, is the Illinois town that Carl Sandburg never really left.

---



YOUNG CHARLIE SANDBURG

**THE MAN** seated on this platform (*left*) in the Central Congregational Church of Galesburg, Ill. for the first time faces an audience in this church. Fifty-one and 52 years ago he was sitting in the front row, where at various times he listened to Booker T. Washington and the first symphony orchestra he ever heard.

The man has reached 75, and he is looking out at the faces of scores of people who are children and grandchildren of the boys and girls he once played and danced with. Now he is expected to speak, read and sing, and he is praying that it will come off well.

He spoke of his sister and other persons who would have liked to be present. He played his guitar and sang four songs that he had learned as a boy in Galesburg and had never met elsewhere. He recalled when straight north across the Public Square he was a porter (*above*) in the Union Hotel barbershop.

The barbershop porter was then known as Charlie Sandburg. Now, as Carl Sandburg, he is better known outside of Galesburg. But his ties with the town will always remain.





GETTING OFF the Burlington Zephyr (above), the returning home-town boy today sees a new modern station replacing the one he knew so many years as a boy. Said station is shown at left as it was burning to the ground in the big fire of 1911. The railroad was an important part of a small town. My father worked as a blacksmith for the "C.B. & Q." (Chicago, Burlington & Quincy). I was 10 when the railroad men went on strike, and I remember that the strikers coined the phrase, C.B. & Q. means "Come Boys and Quit Railroading." Below, he stands among bright young faces; and he had to say to them, "The Galesburg girls now are just as pretty as when I was a boy." They met him as though they were so many nieces welcoming a long-lost uncle.

At the old station I had seen the tall, spare Arctic explorer, Fridtjof Nansen, get off a train and enter the Union Hotel hack. To this same station I had once gone to see Robert Fitzsimmons, world's champion pugilist, leading a pet lion back and forth along the platform.

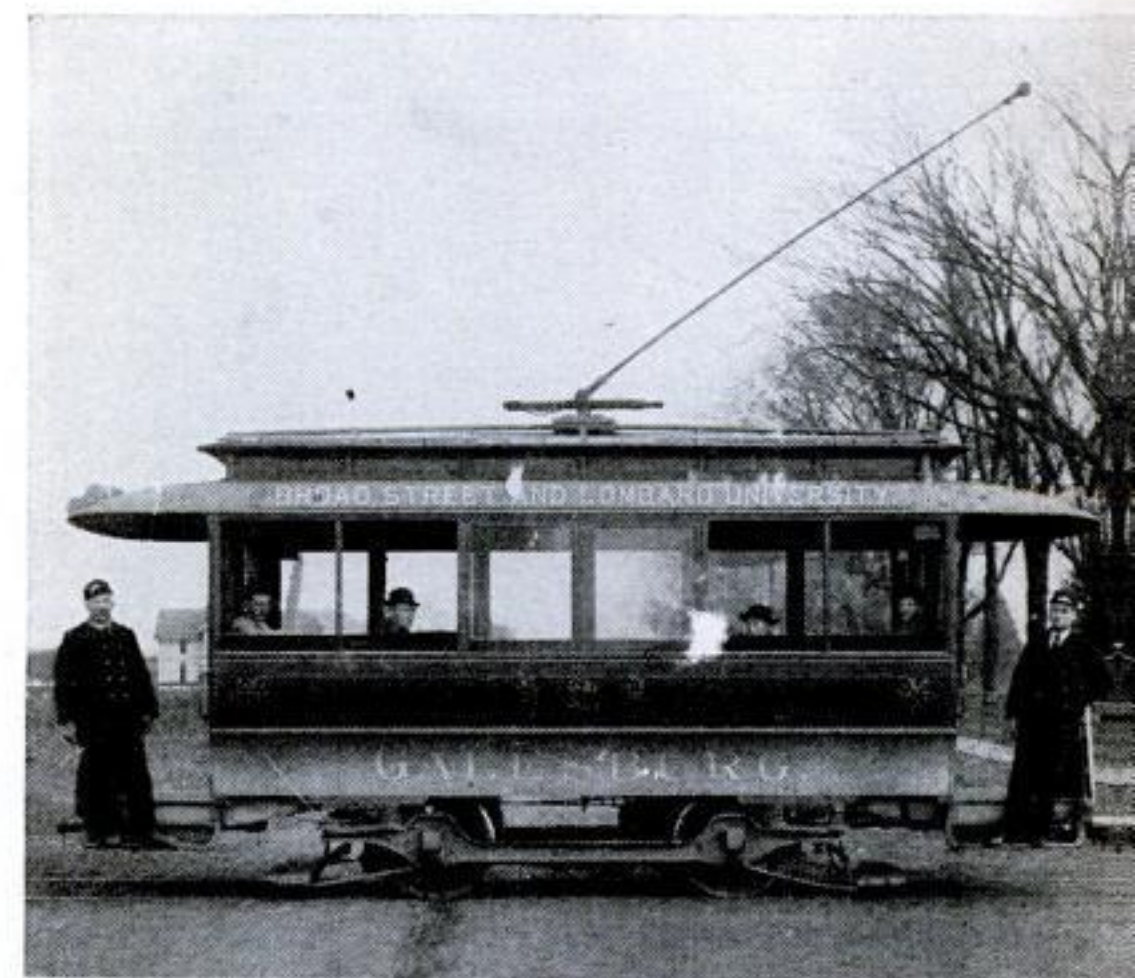


IN THE 1890s (above) the town was really proud of its fire department on Prairie Street, just off Main, and its strictly modern fire-fighting apparatus, horse-drawn hose cart and chemical wagon. Fire Chief Jim O'Brien stands with his double row of brass buttons, his right hand and arm postured like the Civil War generals who imitated those pictures of Napoleon. At O'Brien's right stands Al Anderson, whom we all called "Swedeman." I was a fire department call-man, leaving college classes during daytime if it was a big fire. I slept every night during four college years in this second-story room, sliding down a brass pole and hopping on a hose cart whenever the alarm gong sounded. I am not sure, but I would guess that the two horses at the left were named Nip and Tuck. Four years after college I had some reading to do and a little writing; I went back to Galesburg and served eight months at the Brooks Street Fire Station, which I am shown revisiting at right. I curried and combed two horses, swept straw from their stalls and bedded them down. Here I did required reading, laid out by myself, and took a postgraduate course in something or other, awarding myself a certificate of excellence in scholarship. Now the station has a highly mechanized apparatus (vintage 1925) which the firemen complain is out of date. But I missed the horsey smell the old place had.





WHEN MY BIRTHPLACE (*above*) was rehabilitated by the Carl Sandburg Association, the outhouse at right was almost removed. But certain privy councilors of the Association, myself included, intercepted such procedures. Below is one of the old Galesburg trolley cars that ran from Broad Street to Lombard University. It was shorter than today's trolleys, though it was never full; and it went a little slower than they do now. But it got you there.



CONTINUED ON NEXT PAGE



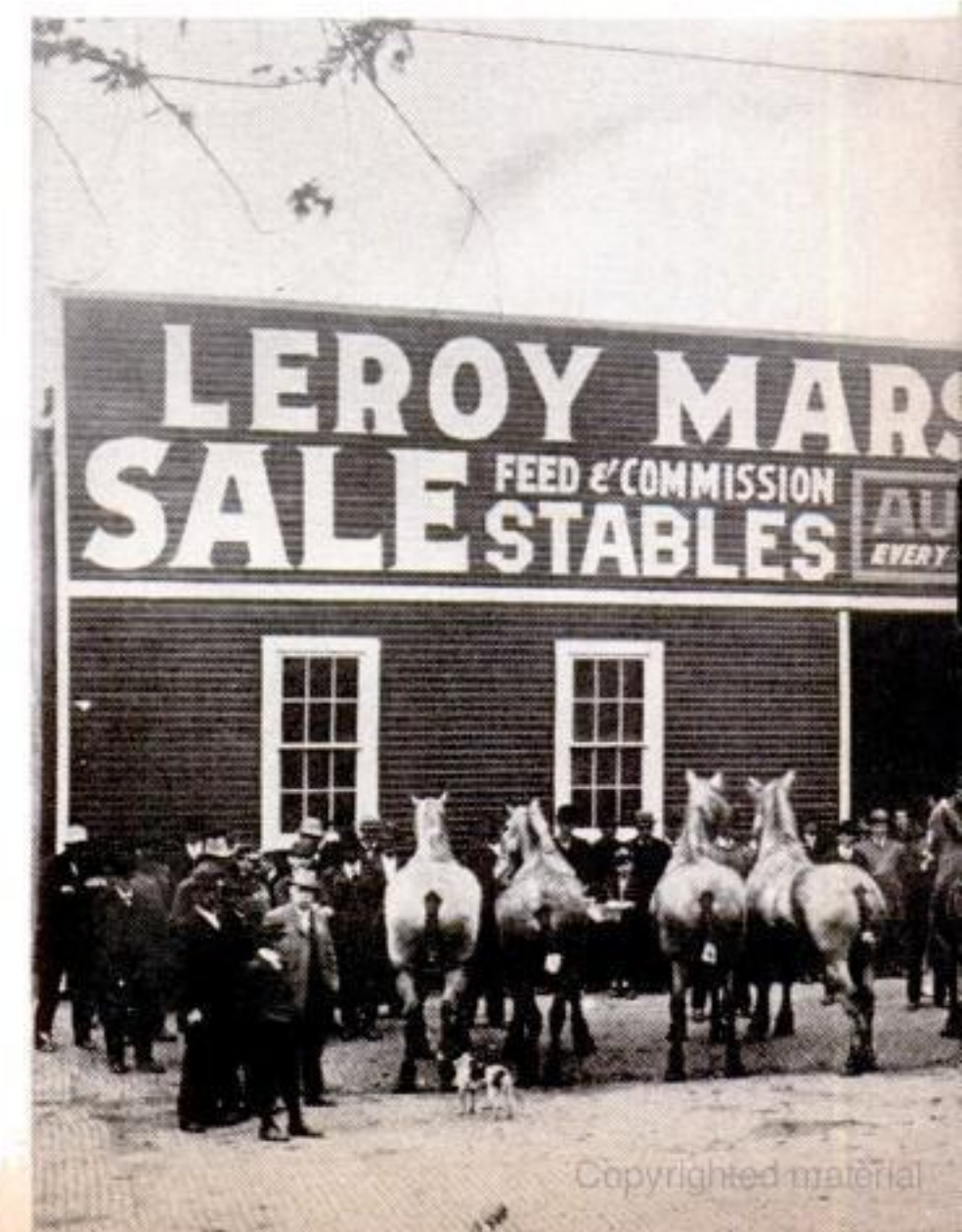
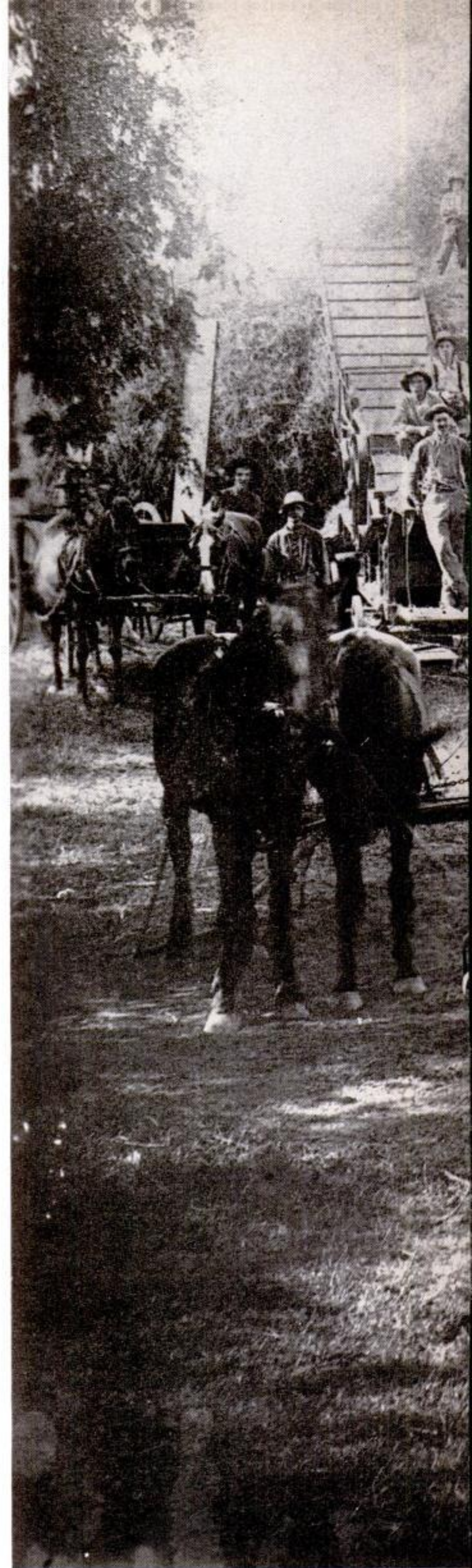


## Galesburg CONTINUED

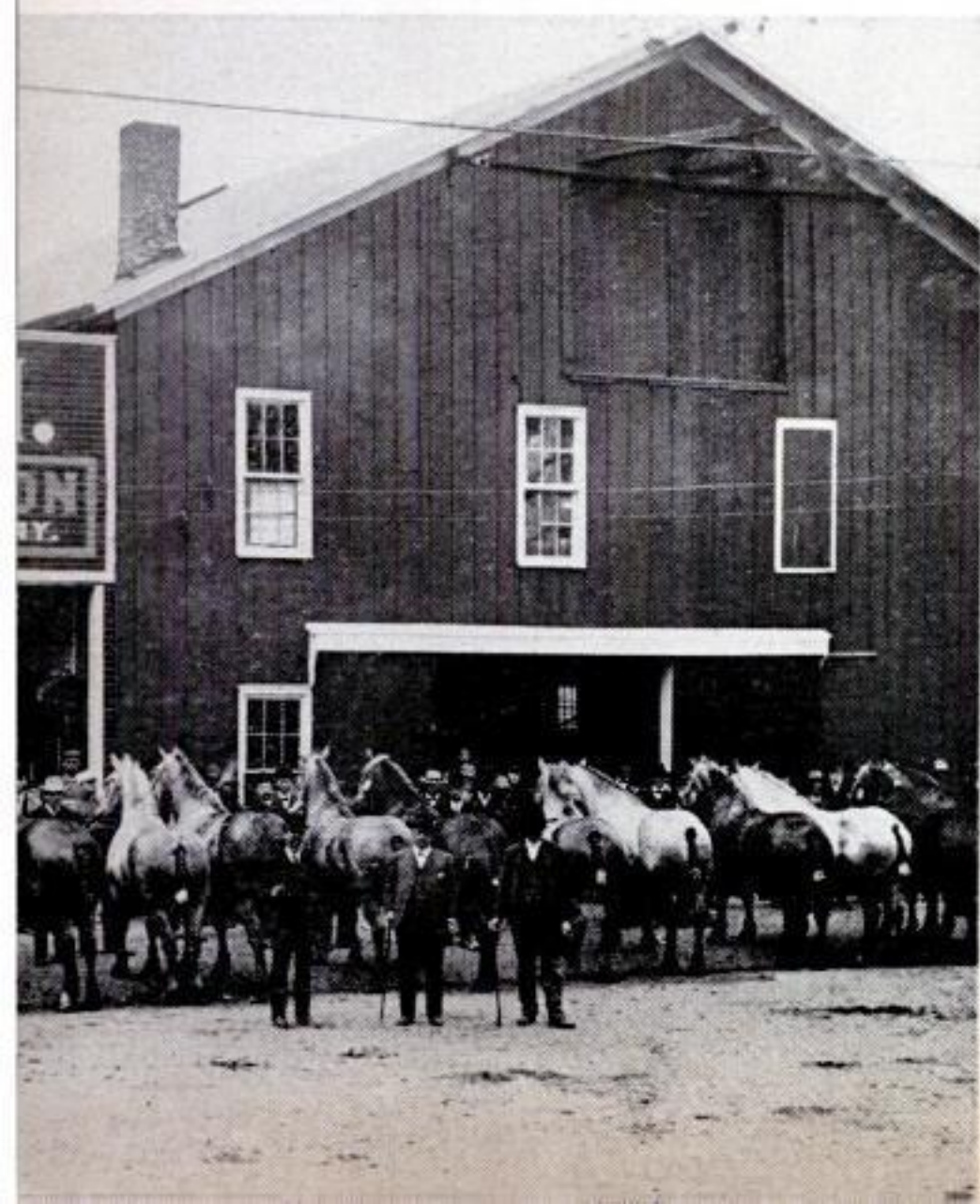


CHARLIE KRANS was my cousin and one of my closest boyhood friends. He was a handsome man to look at 40 years ago (*above*), and at 75 he still is. I went out to Charlie's farm during my visit to Galesburg, and we had a little birthday celebration and reunion combined. Charlie's good wife baked a cake and watched with a proud smile (*left*, in bottom picture) while I cut it. Charlie showed me around the farm (*above*, *left*). His dog was new to me and I was apparently just as new to him. Charlie loves the old farm. When he and his wife go in to town shopping, he can hardly wait to get back. "If I go to the Five and Ten," she told me, "when I get back he says, 'Where have you been so long? I want to go home.'"

I was glad to see Charlie's old barn (*left*). It is a barn I have known for a long time; I first walked into it at a tender age, when I was wearing dresses. And I remember meeting Charlie a while ago and asking him about that barn. "It was nearly falling down the last time I saw it," I said. "How is it now?" Charlie's eyes twinkled, and his face had a slow, rich smile. "I got some poles to hold it up on the east side," he said, "and the wind holds it up on the west."







**T**HE MEN knew their horses and the horses knew their men in Galesburg in the '90s. The fellowship between horses and men was every day and hour a living reality (*above*). Here it is. You can count it, and see it, five teams, 10 horsepower. The chaff and the dust used to get into the nostrils of both men and horses. Everyone knew their wagons and their buggies in those days, too. Some of the early pioneers had eaten and slept in wagons, and under wagons. The people of Galesburg lived with horses. The pitchfork was a tool natural to their calloused hands.

A sleek lot of horses Leroy Marsh is offering for sale at left. In the '80s and '90s Galesburg was a town of horse lovers. Most any day of fair weather you could see some horseman in his sulky, driving a high-blooded skittish

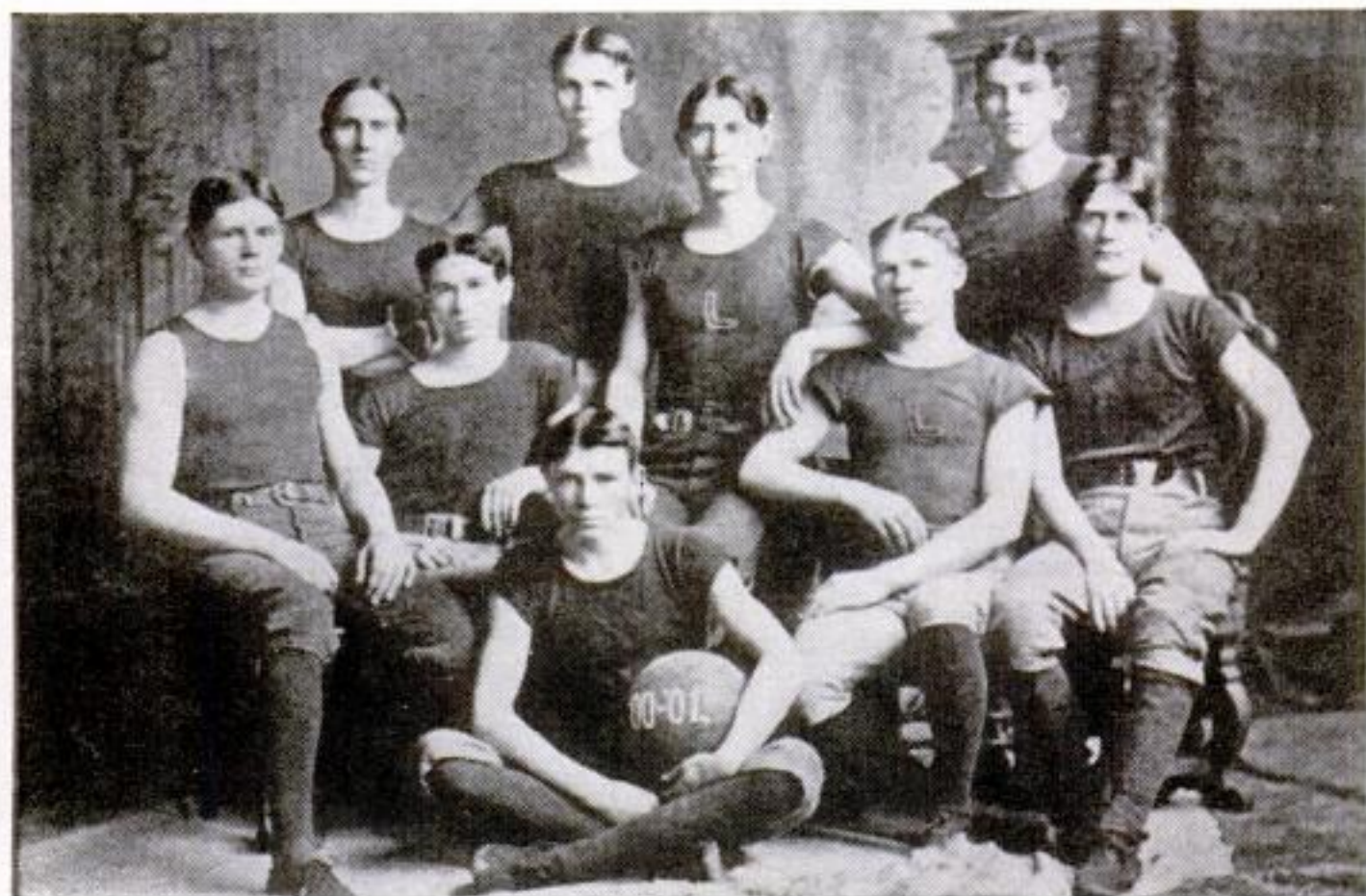
horse. From his sulky seat he could stretch an arm and touch the horse's tail. When I was 16, a man named C. W. Williams came to Galesburg and started putting on an annual racing meet that lasted six weeks. I still remember vividly the big day when the black mare Alix came down the home stretch to break the world's record for trotters. That put Galesburg on the map for horsemen and horse lovers all over the country.

There were lots of mules in Galesburg too. At one period for several years Galesburg had a reputation as "the world's greatest mule market." There were accidents from kicking horses and runaways in the old days, but they are more than matched on the farms today by the fingers, hands and arms gone, from the sudden action of modern machinery.

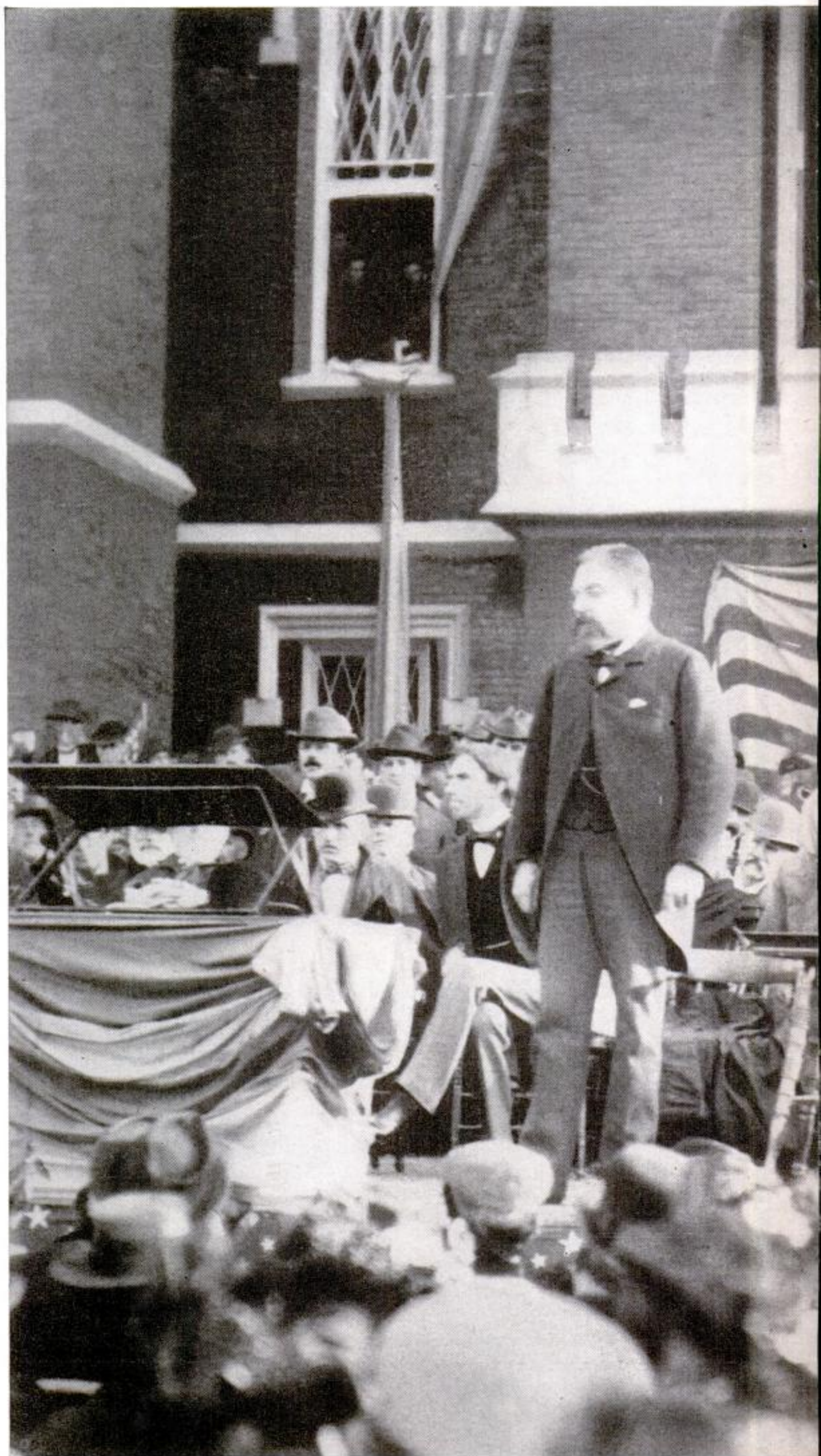




ON THE LOMBARD COLLEGE basketball team (*below*) the one holding the ball is Charlie Sandburg. One of my opponents was Ray Arnold, and in four years of playing neither fouled the other. Ray, today a lawyer and realtor, is shown greeting me (*above*). I also belonged to such organizations as the Dirty Dozen—there were 12 in the club and we liked the name—in which I am the one standing at far right (*middle picture*), and Company C of the Sixth Illinois Volunteers (*bottom*). I am No. 58.



## Galesburg CONTINUED



ROBERT TODD LINCOLN, son of Abraham Lincoln and counsel for the Pullman Company, spoke (*above*) at the east door of Knox College on Oct. 7, 1896, where Lincoln and Douglas had debated 38 years previous, to the day. Beside him is a bust of Douglas. I got away from my milk wagon job long enough to have a look at Robert Lincoln, and as I watched him I found myself wondering what kind of talks he had had with his father in the White House. He made a short speech, and he didn't say anything that I went home thinking about.

I SPENT four years at Lombard College (*right*), but I learned the value of college before then. Galesburg was the home of Lombard, Knox College and Brown's Business College, and had the nickname of "College City." I remember watching one graduate; he had been a farmhand a few years before, and now he had a fine black suit of clothes and a stiff white stand-up collar. He was educated, and when he spoke he used the word "theory" several times. I had never heard of a theory. Living in a college town had its points for us kids.





CONTINUED ON NEXT PAGE

# OUTSHAVES ANY LATHER OR BRUSHLESS CREAM

*P.S.-T!*  
INSTANT  
LATHER.

**NEW!**  
COLGATE-PALMOLIVE-PEET'S  
**RAPID-SHAVE**  
LATHER BOMB

**FASTER!**  
INSTANT LATHER  
NO MESSY BRUSH  
NO GREASY FINGERS

**SMOOTHER!**  
GLIDES EASY  
SHAVES CLOSE  
AND CLEAN

**CLEANER!**  
NO RAZOR CLOG  
RINSES INSTANTLY  
FASTER CLEAN-UP

## YOU'LL NEVER GO BACK TO LATHER OR BRUSHLESS CREAM AGAIN!

**RAPID-SHAVE** outshaves any old-fashioned lather or brushless cream—because no lather or brushless gives you all these big advantages!

**QUICKER AND EASIER!** Just press the button and—whish—instant lather! Richest, thickest, creamiest lather you've ever known!

**TAKES THE FIGHT OUT OF WHISKERS IN SECONDS!** Yet with all its advantages over old-fashioned lather and brushless creams, it's only 79¢ a can. For the shave of your life—get **RAPID-SHAVE** today!

MORE THAN  
70 SUPER  
SHAVES—  
ONLY 79¢

nearly 2½  
months supply





# JET POWER CLEANS BETTER!



*Jet 99*  
**GREATER POWER**  
*56% MORE!*

**CLEANS YOUR HOME BETTER—FASTER!** Jet 99 has 56% more rated horsepower than the average of the other four most popular vacuum cleaners! Jet 99 gives you all the suction of a *full* horsepower motor! That extra power gets dirt quicker, picks up threads and lint the first time over!



*Jet 99*  
**GREATER EASE OF HANDLING!**

**EASY TO CARRY AS A PORTABLE RADIO!** Jet 99 carries from room to room as easily as a portable radio! When you clean, it glides around with you, never tips or topples. And Jet 99 stores as easily as a suitcase.



*Jet 99*  
**GREATER EASE OF EMPTYING!**

**EMPTIES IN 2 SECONDS!** Just push a button . . . toss the old bag away! No clips or clamps to fiddle with; no motor to lift! The new bag whooshes in automatically! Snap the top shut! Takes two seconds! Easiest emptying cleaner on the market! Only \$99.95

CLEAN BETTER, FASTER, EASIER WITH

**UNIVERSAL** *Jet 99*  
LANDERS, FRARY & CLARK  
NEW BRITAIN, CONN.  
VACUUM CLEANER

**JET 99 SERVA-TOOLS HAVE 99 USES!**



EASILY ATTACHED SERVA-TOOLS DO EVERY CLEANING JOB IN THE HOUSE

*Galesburg* CONTINUED

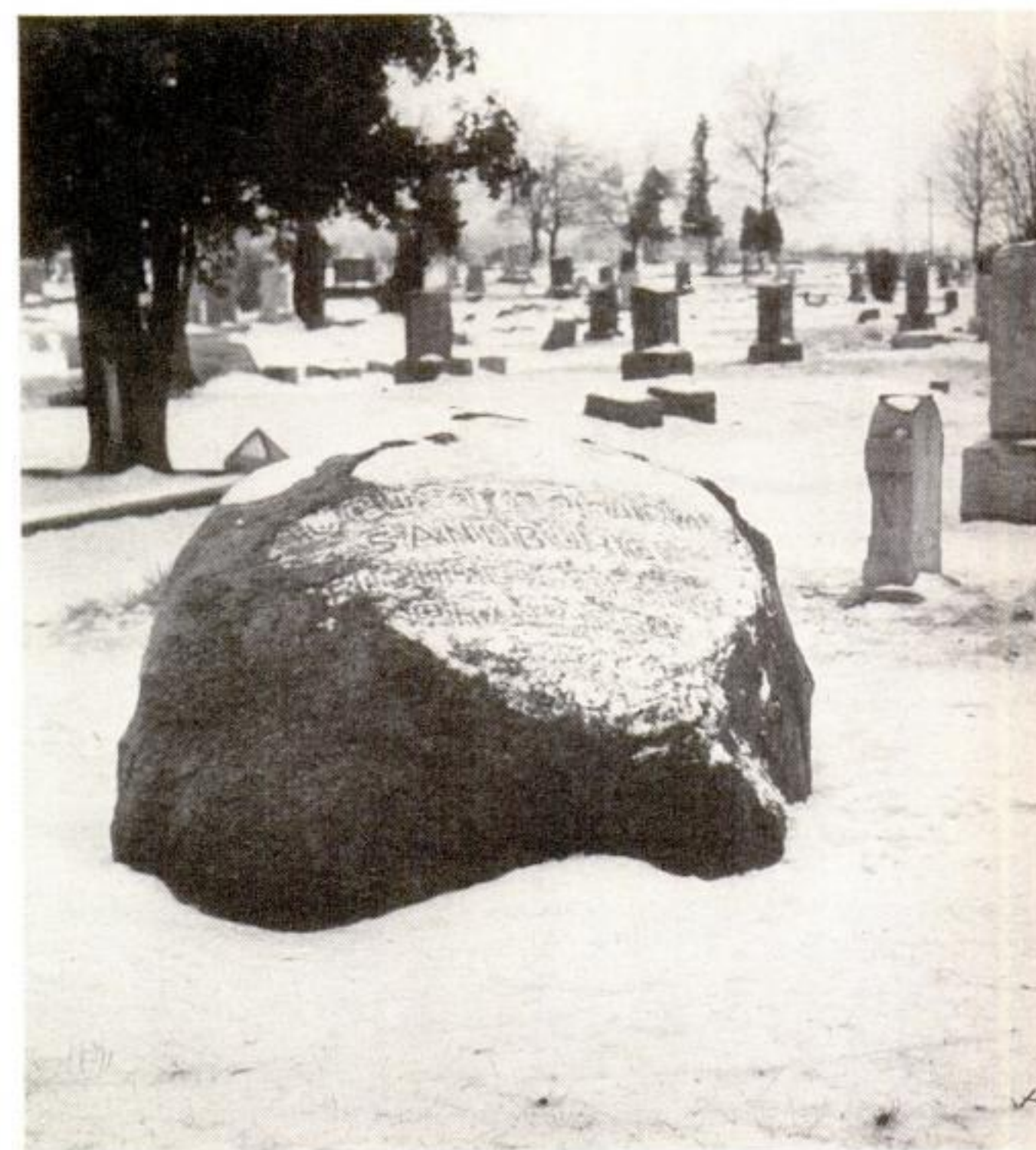


I HAD long since shortened my name from Charlie to Carl when I married Lillian Paula Steichen, a sister of Photographer Edward Steichen, a University of Chicago Phi Beta Kappa, a woman of rare intellect and spirit. She is shown with me above.

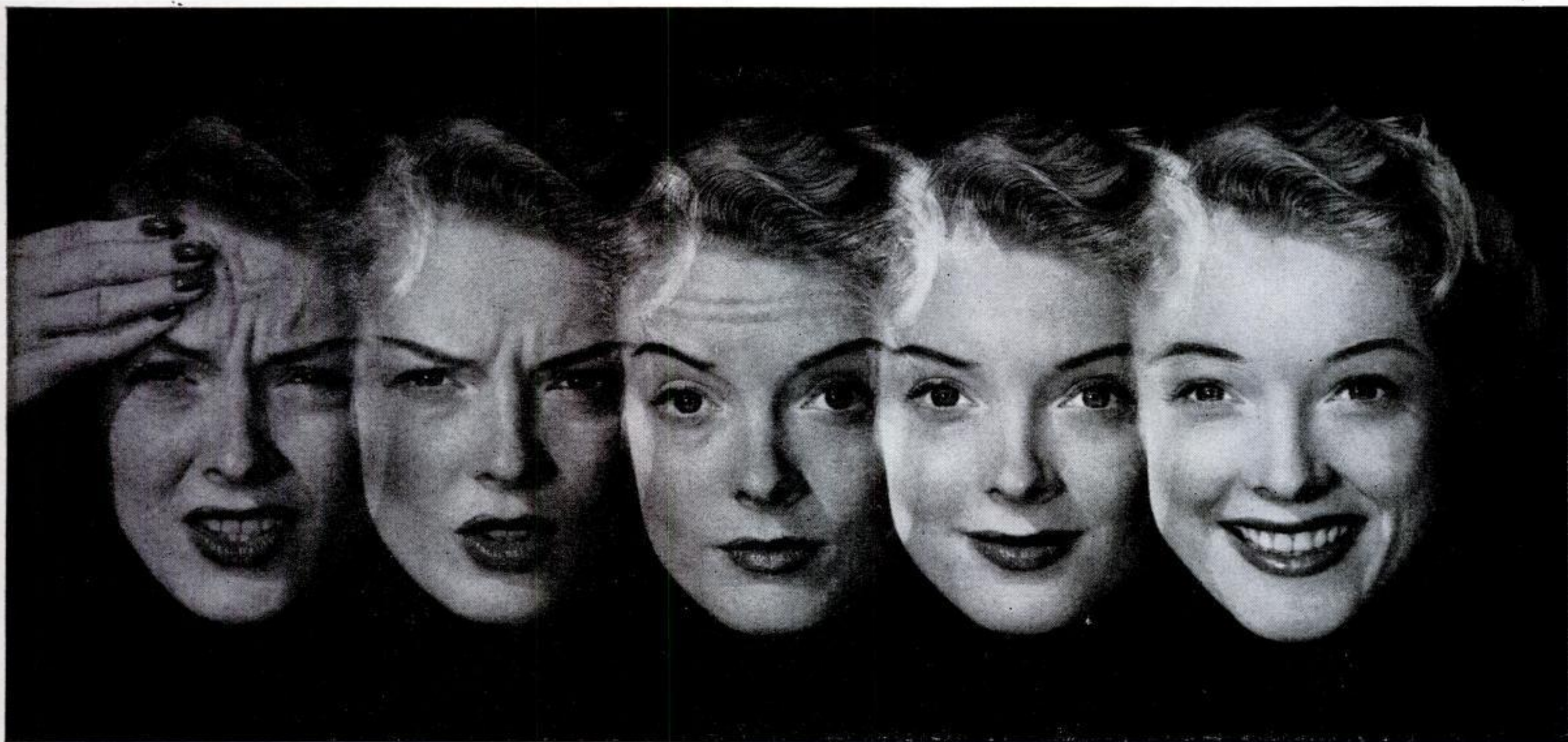
My mother had that same kind of spirit. When she was Clara Mathilda Anderson, she emigrated from Sweden in the early '70s. After she married August Danielson Sandburg she had her work cut out for her. Starting at 6 o'clock in the morning, when she got up to make breakfast, she did the cooking, washing, sewing, bedmaking and house cleaning for her family of nine. Father worked long hours too. He was a blacksmith's helper for the C.B. & Q. for 24 years, six days a week, 10 hours a day, no vacations, no sick leave, no bonuses, no pensions; he had three holidays—Christmas, New Year's and Fourth of July—without pay. Father could not write his name, and he read little. He was the most versatile craftsman I have ever seen; he could do anything with his hands. In a way, he was superior to books.

Their grave in Linwood Cemetery, outside Galesburg, is marked by a simple boulder. In my book I salute my father and mother: "Peace be to your ashes, Old Man, where you were laid there in Linwood Cemetery . . . to be followed later by the Old Woman who said so often, 'There are so many interesting things in life—wonders made by God for us to think about.'"

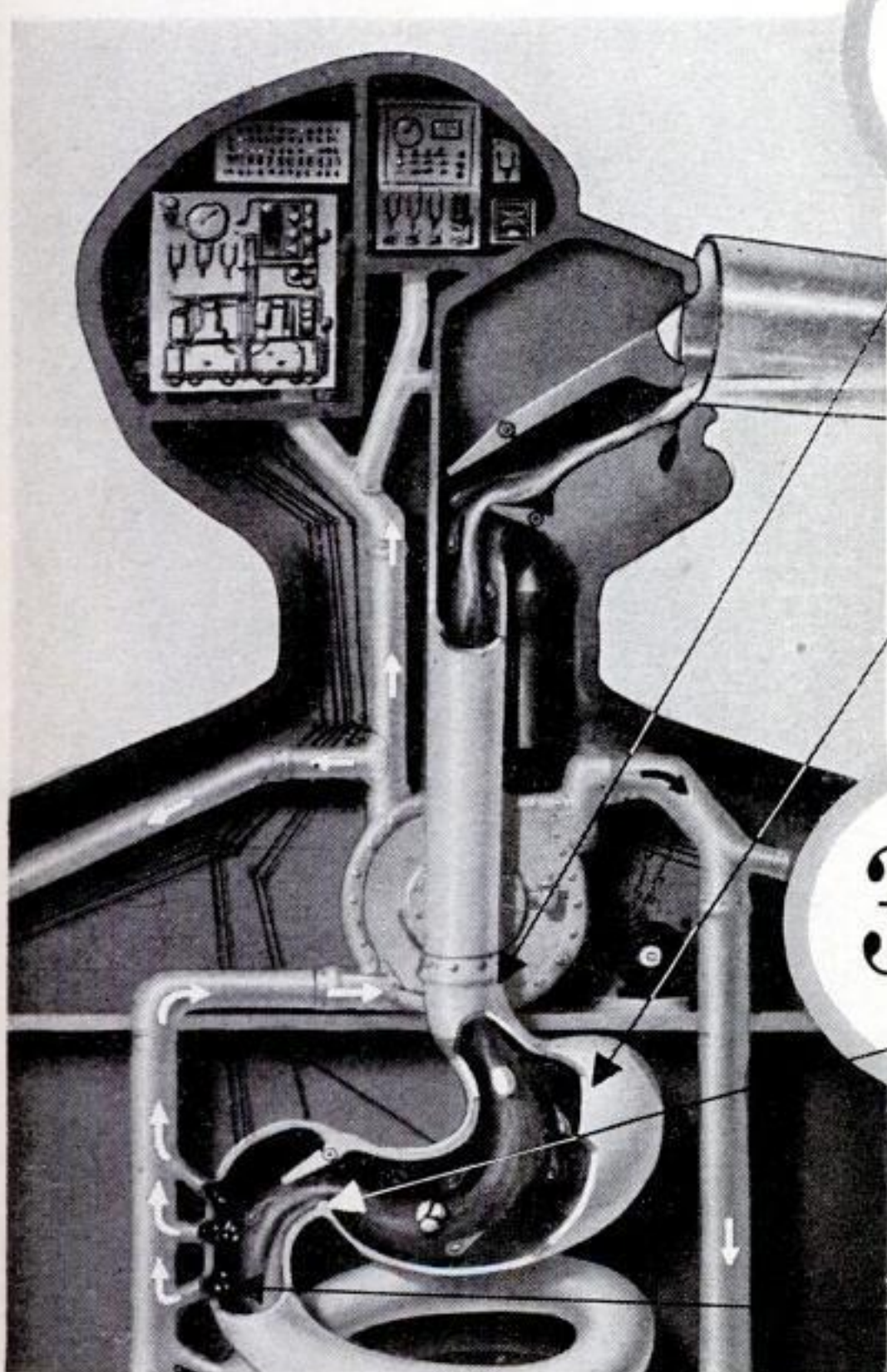
*Carl Sandburg*







New way for you to get **fast** pain relief!



**1** Here's why Bufferin does everything aspirin does and does it faster and better!

**2** Before any product can relieve pain, the pain-relieving ingredients must get out of the stomach and into the bloodstream.

**3** Bufferin, being antacid, opens the trap door of the stomach, gets into the bloodstream twice as fast as aspirin.

**4** That's why Bufferin relieves your pain twice as fast as aspirin, doesn't upset your stomach!

# Bufferin<sup>®</sup>

- acts **twice as fast** as aspirin!
- doesn't upset your stomach!



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin's special formula combines aspirin with two antacid ingredients. Being antacid, Bufferin *opens* the stomach valve, gets the pain-relieving ingredient *into* the bloodstream *twice as fast*

as aspirin. Therefore, Bufferin acts twice as fast to relieve pain.

Clinical studies prove that people who took Bufferin had more pain-relieving ingredients *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. And Bufferin won't upset your stomach because Bufferin is antacid.

For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist . . . today!

If you suffer from pain of ARTHRITIS or RHEUMATISM, ask your physician about Bufferin



# SNAPSHOTS FROM A JOURNEY TO EIGHT LANDS, THREE WARS



IN FORMOSA LUCE INSPECTS BATTLE-READY TROOPS



SAMPLING A VEGETABLE CALLED "MU" WITH A ROK COMMANDER NEAR THE KOREAN FRONT



NATIONALIST CHINESE SOLDIER SHOWS OFF SHOES



A JET RIDE AT MANILA, AFTER HOP FROM HONG KONG



WITH PRESIDENT CHIANG KAI-SHEK



IN TRANSIT BETWEEN SOUTH KOREA AND JAPAN



MEETING IN DJAKARTA, THEN A JUMP TO SINGAPORE



IN THE FIELD WITH FRENCH IN INDO-CHINA



# AMERICA AND ASIA

LIFE's Editor-in-Chief surveys enduring relationships which bind us to the peoples and nations of the Far East. The historic past we share with them can be the prelude to a hopeful future

by HENRY R. LUCE

Most Americans need no reminders of their special relationship to Europe. As President Eisenhower said, "We are—one and all—immigrants or the sons and daughters of immigrants." We are conscious of our common membership with Europe in Western civilization. To this consciousness LIFE has often contributed, notably with its series on Western culture, later published as *Picture History of Western Man*.

But Americans have also had a special relationship to Asia. This relationship is quite different, not only from the America-Europe relationship, but also from Europe's own experience of Asia.

More than a decade of war and tragedy and frustration

has somewhat darkened Americans' consciousness of this special relationship to Asia. But the history that cradled it, and the hopes that it long engendered, are not to be erased. Earlier this winter, in the course of a five-week trip to most of the countries of the Far East, LIFE's Editor-in-Chief encountered many reminders of this shared past and to-be-shared destiny. Having contributed during his trip to the regular news coverage of Asia in both TIME and LIFE, on his return he wrote a review of the framework of these news events. This article is the result. It is a straightforward restatement of the basic relationships between America and Asia that give events past and to come their special meaning.

IT is possible to recapitulate under a few broad heads the main relationships which exist between the United States and Asia. They have developed through the course of history. They have resulted from great and often spectacular events and also from the broad and sometimes little noticed tendencies of both the American and the Asian civilizations concerned.

## JAPAN

TO begin with the most recent of grand historical events, America has a unique relationship with Japan and one as profound as life and death. It was left to the United States to be the first power that should ever defeat Japan and rule over her as a conqueror. Until MacArthur stood on the battleship *Missouri*, in Tokyo Bay, Japan had never, in all her history, known any defeat whatsoever except now and then a check to its overseas adventures, as when Hideyoshi was turned back from Korea in the 16th Century. Thus the idea of invincibility deriving from the sacred character of her nationhood was natural to Japan. The total defeat of Japan in total war launched by her will stand out for centuries as one of the radical turning points in her national life.

World War II was a war of many nations ranged on both sides; but the Pacific war was, and was known to be, a war between the United States and Japan. This terrible union in battle of the fate and destinies of the American and Japanese people was prefigured 100 years ago. For in 1853, Commodore Perry sailed into Yokohama carrying our ultimatum. Japan was then the most hermetically sealed large nation in history and whereas it was Japan's will to remain "closed," it was ours that she should be "opened" and our will prevailed.

After Commodore Perry's visit, Japan, to be sure, took charge of her own destinies and the story of the period of the Meiji Enlightenment is one of the most romantic and amazing achievements of men. Never was a purpose so clearly set for a whole nation and so determinedly and successfully pursued for so many decades—the purpose being to "modernize" Japan and to make her a great power among world powers while retaining all her secret and ancient dreams and rubrics.

In the century that passed between Perry and MacArthur, the Japanese "borrowed"—i.e., bought or stole or imitated—more techniques and mechanisms from Europe than from America. Mainly from British and German patterns, Japan contrived her constitution, her commercial system, her industries, her military tools and organization. Yet, in less deliberate ways, Japan took up many Americanisms—baseball, popular news-journalism, and the cult of effort and success, which took national forms. Regrettably, she did not take from Europe—or from anywhere—any fresh capacity for rational and philosophic thought. Japan was, of course, almost impervious to any new religious gospel.

During the great and unique MacArthur occupation, some radical changes were made in Japanese life—notably, for example, the establishment of equal status for women. There was also much indoctrination in democratic dogmas. Some foolish mistakes were inevitably made, notably the "pacifist" clause in the Japanese constitution, but these errors will soon be washed away by the rains of time and much that is democratic and universal will continue to grow, as a monument to MacArthur, amid the cherry blossoms and the chrysanthemums.

Will MacArthur's—that is, America's—reformation of Japan really change Japan? That is both a foolish and a profound question—foolish in that, in the ceaseless change which is history, the score can never be finally determined; profound in that the nature and degree of the "change" will form the theme of Japanese history for generations to come. One thing seems certain, in the profoundest psychological sense, and that is that Japan has at last been irrevocably "opened." What has been "opened" is not only Japan as a nation, but also the Japanese as individuals, the Japanese character. Henceforth Japanese individuals will be open to the dialectic of world history and world thought.

Thus it is that in 1945 even more significantly than in 1853, the United States opened up Japan—against her will. And by reason of this we have with her a strange and unique relationship. Japan can never be indifferent to the United States, and the United States can be indifferent to Japan only at great risk and peril.

## KOREA

WE come next, in our recapitulation, to Korea. Here what is of most significance is something which journalism pays little attention to, though it makes great peaks of importance in history books. Korea, more than any other nation in Asia, received religion from America—in the main, Protestant Christianity. Of something like 30 million Koreans, nearly one million (by family reckoning) became Christian—a seemingly small percentage, but a far larger one than in any other Asian country in the American Protestant missionary effort of the 19th and early 20th Centuries. During this period, American foreign policy in relation to Korea was at best unwise and might properly be called shoddy and shabby. But despite un-American behavior by America in conniving at the subjugation of Korea by Japan, American ideals of freedom and democracy formed the principal light which shone in the dark and brutal period of Japanese overlordship. The liberators, notably Syngman Rhee,\* looked to America both for inspiration and for ultimate liberation.

\*To anticipate criticism from Rhee's American denouncers (some of whom denounce him for his Americanism!) let it be observed that he now holds office in a historical situation in which, tragically, there has to be counter manipulation against various manipulating politicians.



**EVERYONE WHO BREATHES**  
**CAN HAVE**  
**"Kissing Sweet"**  
**Breath**  
**IN SECONDS**



**Leading universities proved:**  
**CLORETS banish bad breath odors due**  
**to such causes as ONIONS · SMOKING · ALCOHOL**

With the enormous popularity of CLORETS, it was to be expected that other products would spring up claiming to purify breath. But no other product has CLORETS' closely guarded formula which makes breath "Kissing Sweet" in seconds.

As a breath-purifier, CLORETS are unique. They abolish bad odors in the mouth with amazing speed. You can *prove* this quickly yourself.

**MAKE THE KISS TEST**—Eat onions or a garlicky salad. Smoke your head off or take a drink. Then chew CLORETS (Chewing Gum or Candy Mints). Now exchange a kiss. You'll find your breath is "Kissing Sweet".

Remember, CLORETS contain true, water soluble chlorophyll\*. Not an imitation. Not synthetic. Chew CLORETS with complete confidence. They're delicious and good.



\*Water soluble Chlorophyll factors



**KOREA'S PRESIDENT** Syngman Rhee, shown with wife and Korean elders in traditional costume, has always looked to U.S. for aid and inspiration.

**AMERICA AND ASIA** CONTINUED

The outstanding event in the modern life of the Korean nation is the leadership of the United States in the achievement of Korean freedom by force of gallant arms and economic power. If Korea is made free—and all may be lost if she is not—the profound and peculiar relation between America and Korea will scarcely require emphatic underlining.

**THE PHILIPPINES**

**N**EXT, going south from the northern climes of Japan and Korea, we come to Formosa, but let us pass that for a moment, for Formosa signifies China and China is the heart of the whole matter. China is truly the Middle Kingdom of all Asia, and in this first epoch of global history China is the ultimate test of East-West relationships.

South, far south even of Formosa, under skies unmistakably tropical yet washed by the salubrious ocean, lie the rich and lovely islands of the Philippines. Here, surveying the endless tapestry of human events, one can see the hand of God throwing a thread far forward beyond the existing pattern like a hint to the weavers of what is surely to come and yet beyond their sight or thought.

In 1898, Admiral Dewey sank a few Spanish warships, poor, sad descendants of the Armadas of grander days, and by one slight touch of steel conquered for the Americans an empire which they had never heard of, and were hard put to it, on that Monday morning, to locate in their simple family atlases. But there it was, as they began to hear, a fertile empire, inhabited by people whom the Americans were presently calling "our little brown brothers."

But there was a stranger thing to be found in these islands than South Sea treasures: there was Christianity. The form of this Christianity was Roman Catholic. It had been implanted by Spaniards in the 16th Century. And as Korea was the only country which in the 19th and 20th Centuries received Protestant Christianity to any significant numerical degree, so the Philippines was the singular success, in all Asia, of the mighty missionary effort which emanated from Rome and the Mediterranean in the 16th Century. The Philippines provided a more remarkable missionary achievement than Korea in that practically the whole of the population became converted (all except some bands of headhunters in the hills and a branch of the seemingly unconvertible Moham-medans in the Sulu Sea).

So America, the great example of popular democracy under republican principles, found that the empire it had conquered was a Christian people. Because they were Roman Catholic and because America was dominantly a Protestant country, this circumstance was viewed as dubious and unpropitious rather than beneficial to our aims, whatever they might be. But those aims were quickly and inevitably pronounced. They were that the people of the Philippines should be prepared, meaning educated, for self-government, independence and democracy as soon as possible. From this announced purpose, the United States never deviated.

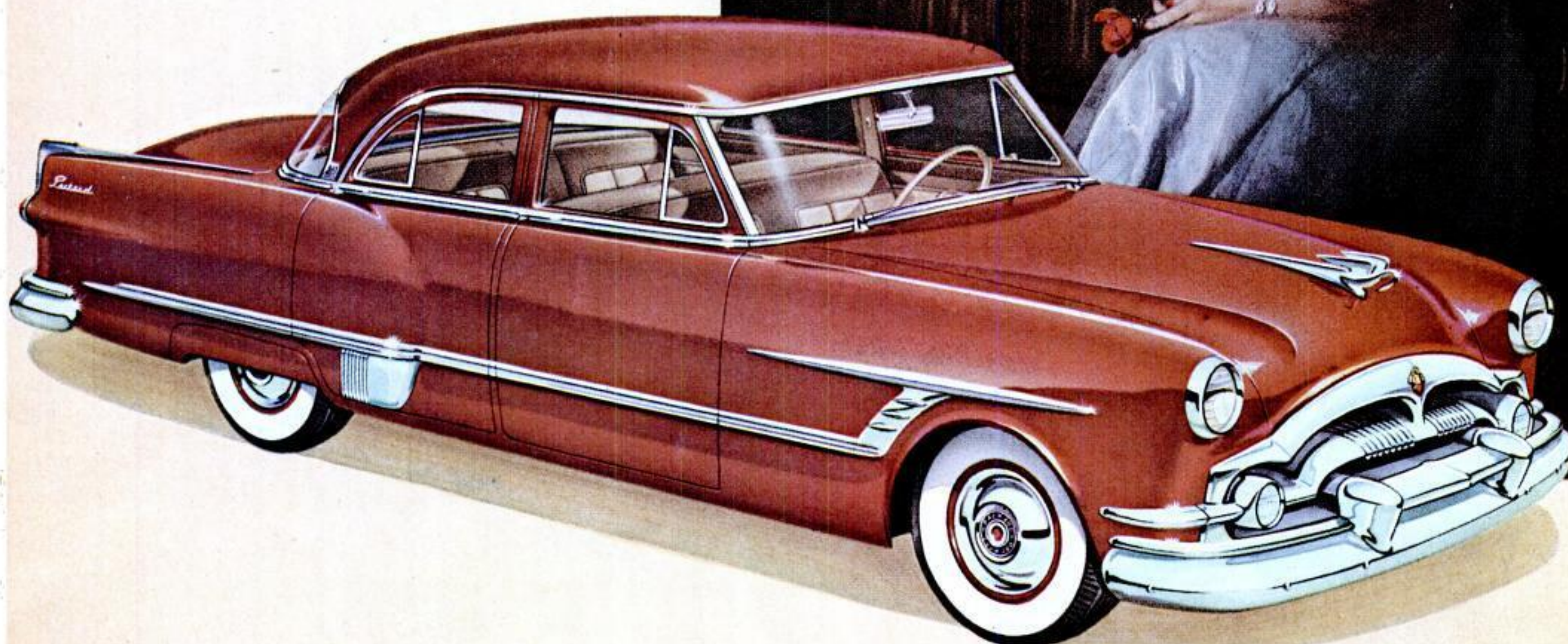
The Spaniards brought Christianity to the South Sea Islanders of the Philippines and the Americans brought them popular education and the pattern of responsible representative democracy. Thus the Philippines are the only Christian nation in Asia, and the only country in Asia where preparation for democracy has been made

**CONTINUED ON PAGE 125**





BUILT FOR THOSE  
WHO WANT THE FINEST...



*America's Most Advanced New Car!*

# PACKARD

**D**ISTINCTION speaks in many ways—but never more eloquently than when you drive America's new choice in the fine-car field—the brilliant new Packard!

PACKARD OFFERS YOU unmatched performance and luxury in your choice of seven distinguished models.

HERE YESTERDAY'S TRADITIONS of craftsmanship join tomorrow's advanced engineering to bring you everything

you have desired in a car, and probably much you never dreamed possible—the incredible smoothness of the Packard ride, for example . . . or the hush of the mighty Packard Thunderbolt Engine—world's highest-compression eight—when “loafing” at sixty!

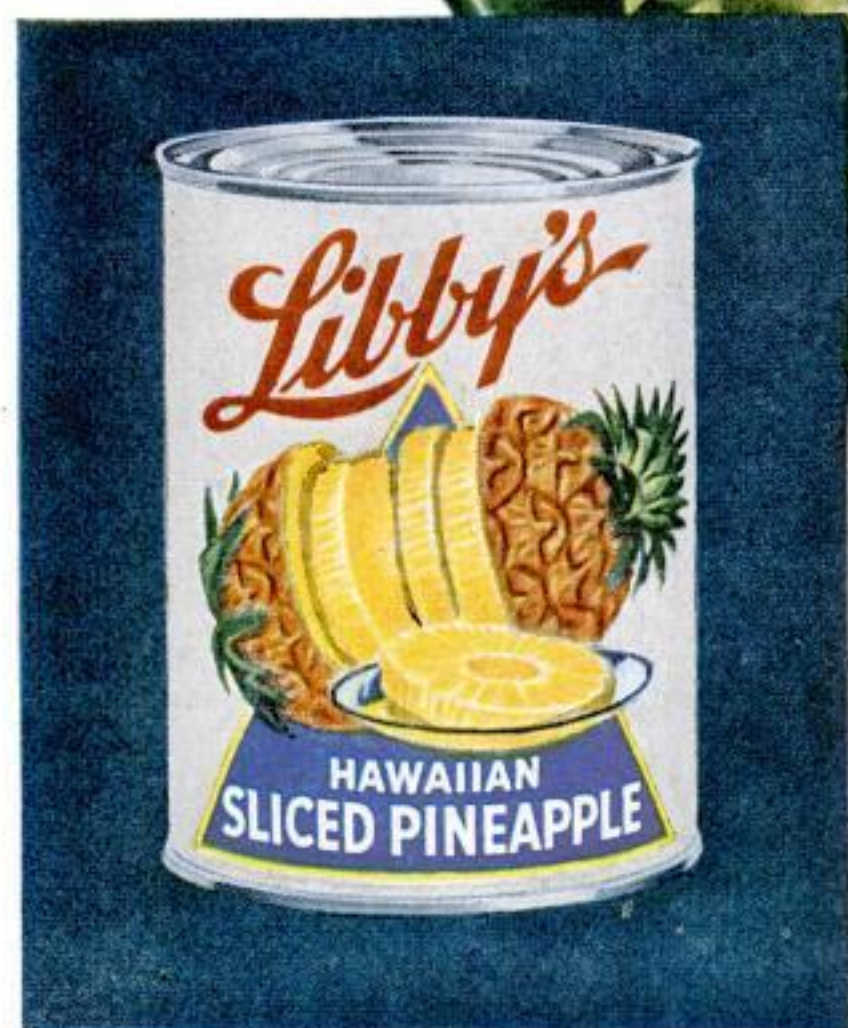
PACKARD, WHICH OWES allegiance to no other brand name, builds the one car expressing *real individuality*.

NOW... ASK THE MAN WHO OWNS ONE

**NEW!** The Packard CLIPPER—another great Packard line—offers big-car value at medium-car cost. So, no matter what you plan to spend, you can now enjoy real Packard quality!

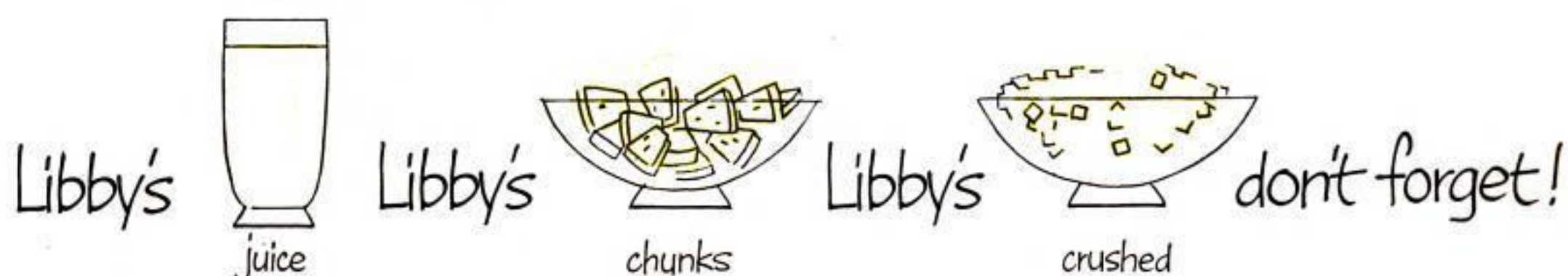


**Quick-Packed in Hawaii** to bring you  
 the  freshest-tasting  pineapple ever  
 -from **Libby's** own plantations, in the  
 land where the finest pineapples grow-



Libby, McNeill & Libby, Honolulu, Hawaii

that's why **Libby's** is the kind to get!







**VICTORY** that brought Philippines under American tutelage was described in this issue of the New York *World*. The story, cabled "urgent" from Hong Kong six days after the battle, gave the *World* a great beat. It appeared before Washington received Dewey's official messages, sent also from Hong Kong but in code and delayed at relay points for verification. President McKinley thereupon advised the Navy department to depend on the *World* for information.

#### AMERICA AND ASIA CONTINUED

on a Christian base. It need hardly be said that in practice the Roman Catholicism of the Philippines leaves something to be desired. It also need hardly be said that American education in democracy, with many actual Americans in the Philippines displaying the less admirable features of an acquisitive and vulgar America, has not transformed human beings into angels. But the seeds both of Christianity and of American democracy, however fertilized in corruption, have grown and become a great tree visible throughout all the Southern Seas.

One more thing should be said about our very special relationship with the Philippines. We no sooner conquered them than we proclaimed that their destiny was freedom. Thus the United States blew the trumpet note which was to end colonialism. In this we both shared—we and the Filipinos. We gave the gift of freedom, but they received. In political as in other matters, it may be more blessed to give than to receive, but, as is humanly known, it is often more difficult to be a cheerful receiver than a good giver. The Filipinos have been good and cheerful—and, in the test of battle, heroic—receivers of our gift. And the proof today rather of their virtue than of our own is that of all the countries in the wide world only the Philippines have no resentment of American leadership. They welcome our suggestions as well as our aid. They feel no loss of dignity in being our Brothers. In fact we are Brothers, however unequal in wealth and power or in experience of democratic government. Let us treasure this actual Brotherhood then, beyond our deserving, yet worth all that it has cost.

## CHINA

**A**ND now China. A great deal of history links the United States with China. But since this history seems to have been totally annulled by a present in which the United States finds itself in mortal combat with Chinese Communist armies we must begin with that present. And since the present, at the moment, is so badly understood, it is best to describe in some detail the present and how it came to be.

The present indicative for America begins at Taiwan (Formosa). On Taiwan is a man, Chiang Kai-shek, our principal ally in the great Pacific War, and a government, complete with legislative, judiciary and other civil arms and a highly disciplined force of 400,000 men, which the United States recognizes as the Government of the Republic of China. Our relations with this man and this Government are most peculiar. In 1948, three years after the great victory, this man and his Government were all but destroyed by the forces of Communism; with such soldiers and such treasure as he could salvage Chiang fled to Taiwan, an island of respectable size (200 miles long, 7,000,000 population) but small indeed compared with the vastitude of mainland China.

CONTINUED ON NEXT PAGE



**AMBER-EYED**, ash-blond, spirited, Mrs. Herbert Bayard Swope, Jr. of New York and Long Island is a delightful subject for hair stylist Jungst of the Madison. His flair is for an easy naturalness—with a difference.

## Society Hair Stylist JUNGST

of the Madison says,

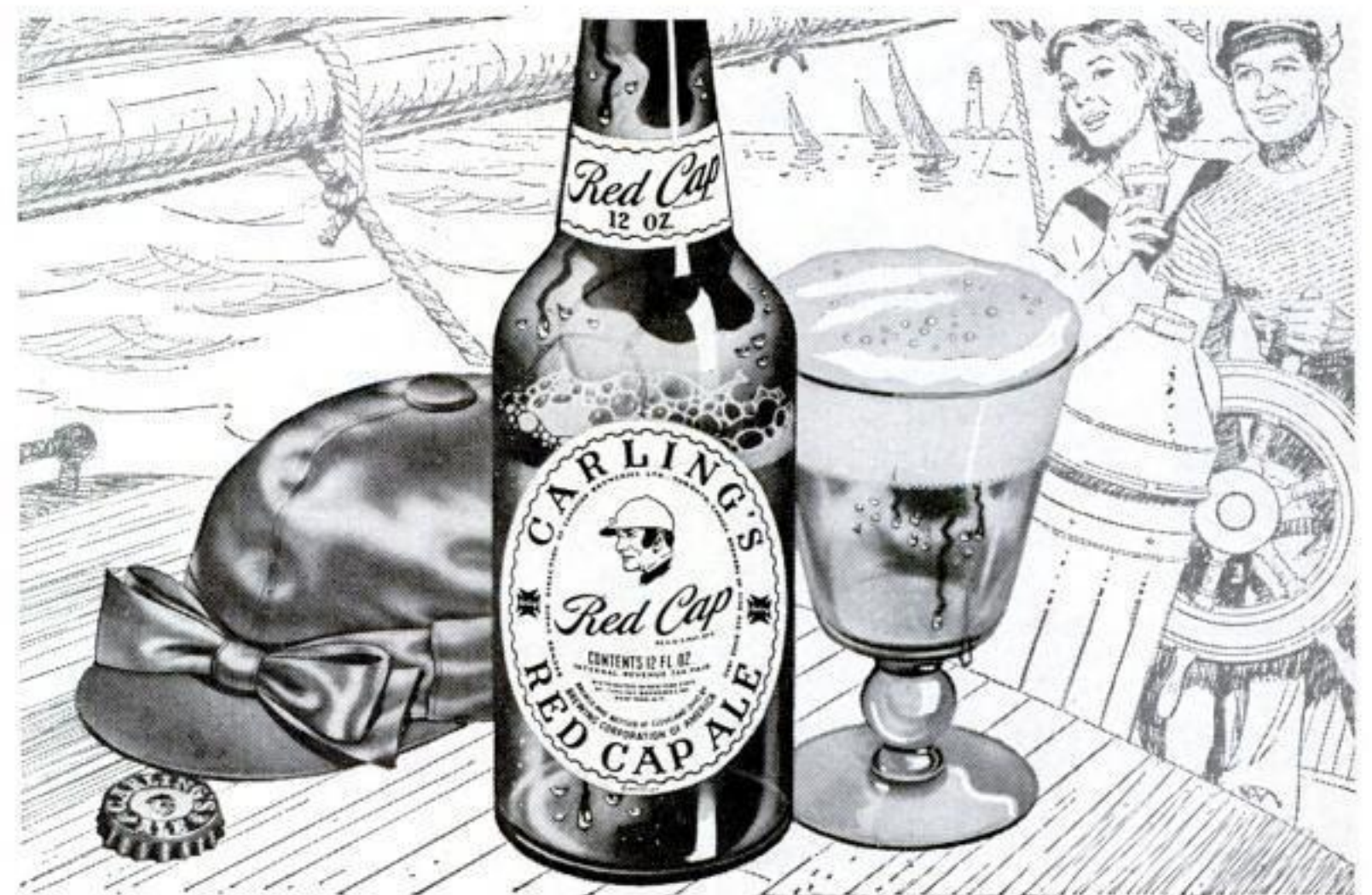
"This 'babying' shampoo is my choice for thrillingly beautiful Hair-dos. It is Conti Shampoo, rich in the world's tenderest cleansing ingredient for the hair."

**TREAT HAIR TENDERLY** as baby skin. It is actually a part of the tender, inner skin. Basic ingredient of Conti shampoo is imported olive oil, same as used in beloved Conti Baby Oil, Conti Baby Powder, famed Conti Castile Soap.

Brilliantly compounded for the special needs of hair, Conti "babying" shampoo leaves hair just right for obedient hair-dos. Pure. Safe. Cannot cause drying of hair. A natural oil product for your hair's natural loveliness.

**QUICK, EASY ON HAIR.** Conti's fast small-bubble lather gets into greasy hair freely. Slips out as easily. Tender. Wash hair often as you like with "babying" **CONTI CASTILE SHAMPOO.** Only 49 cents, regular size. 89 cents, family size.

## Better Than Beer?



© B. C. A.

**A very different brew you'll want to try!**

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet

with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not make a point to try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!



**BETTER THAN BEER?**  
**TRY CARLING'S RED CAP ALE AND SEE!**



# FALSE TEETH

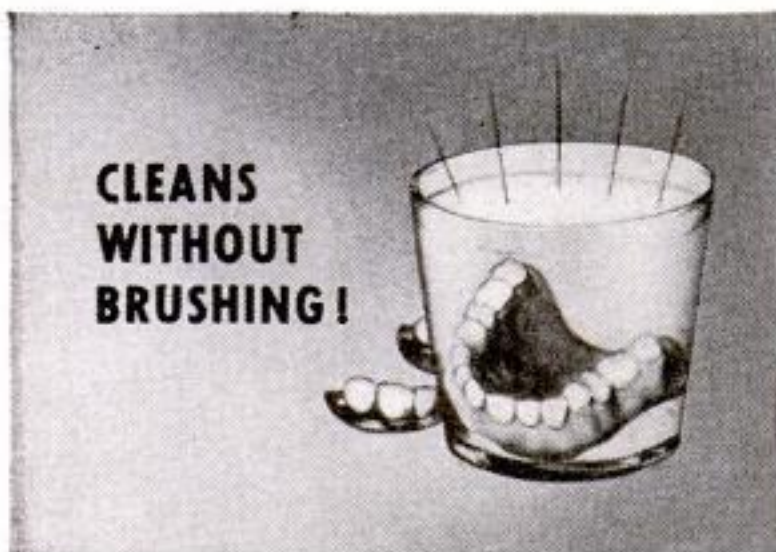
## Often Have a Certain Odor!



1. When you whisper—Denture Breath may tell everyone you wear false teeth.



2. When you laugh, the odor of Denture Breath is not so funny to those around you!



3. Soak plates daily—15 minutes or more—in a fresh solution of Polident and water.

Without harmful brushing, Polident cleans your false teeth—as no soap or toothpaste can. Polident is guaranteed to be the safest, quickest, easiest way to keep plates naturally white, fresh and odor-free or *your money back*. Get Polident today.



4. Smile—and know that you can't offend. No Denture Breath—thanks to Polident.

World's Largest Selling  
Denture Cleanser

# POLIDENT

Recommended by More Dentists Than Any Other

★ GUARANTEED BY GOOD HOUSEKEEPING  
★ NOT AS ADVERTISED THEREIN

GUARANTEED FOR 10 YEARS

NOT SOLD IN STORES

## Saladmaster

Performs Miracles with Foods

Sooner or Later you'll own a Saladmaster. Why not order yours now!

Complete with 5 mirror like cutting cones \$29.95 plus sales tax—if any—higher outside U.S.—postage paid if check sent with order.

**SALADMASTER SALES, INC.**  
131-L223 Howell St., Dallas, Texas

CHOPS  
PEELS  
WAFFLES  
SLICES  
CRUMBS  
SHREDS  
STRINGS  
GRATES

## STOP PAYING FANCY PRICES for FLOOR WAX

### Buy AEROWAX

COMPARE prices and you'll buy Aerowax every time!

**AEROWAX is the GOOD wax that Saves You Up To 28¢ Per Pint**

## Why COLD SUFFERERS Prefer STANBACK



1. Several fast-acting, medically-approved ingredients, scientifically blended into easy-to-take Tablets or Powders.
2. Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.
3. As a gargle STANBACK relieves sore throat due to colds.
4. Relieves simple headache—neuralgia, discomforts following dental work, minor menstrual discomforts.
5. Handy to carry in pocket or purse for convenience at work or play.



# STANBACK

ANALGESIC TABLETS AND POWDERS



RURAL CHURCH, Mindanao, is evidence Catholicism has reached all of Philippines.

## AMERICA AND ASIA CONTINUED

At that point a tremendous argument began in America, the country being divided mainly along lines of party politics, Democrats and Republicans. And the argument continued to grow ever more vociferous for four years. The Republicans who were out of office said that the "loss of China" was due in considerable part to the mistaken policies and ineptitude of the Democratic Administration, headed by President Truman and Secretary of State Acheson. The Republicans further alleged that the Democratic Administration had been led into its errors by the propaganda and ideology of left-wingers, including Communists, some of whom occupied sensitive positions in our Government and most of whom were, certainly, bitterly hostile to the Republican party and generally favored the Democrats. There were some who charged, not without reason, that the U.S. Government had actively sought to procure Chiang's overthrow and the establishment of a Communist government. The Administration replied in effect that it had done its best to "save China" but that the task was hopeless because Chiang Kai-shek and his Government were corrupt and worse, incompetent. Even though the Democratic Administration continued to recognize Chiang's Government as the legal Government of China and continued, ostensibly, to give it aid in its distress, the same Administration nevertheless published a White Paper, unique in the annals of diplomacy, in which it denounced the Government of China as both corrupt and impotent.

For two or three years, the United States Government seemed to anticipate without regret that Chiang and his Government would either disintegrate into nothingness or would be attacked and finally destroyed by the Communists, now all-powerful on the mainland. This however did not happen and, meanwhile, the United States Government, under pressure both of world events and ever-increasing anti-Communist sentiment at home, developed a worldwide policy of anti-Communism, and made itself the leader of the anti-Communist cause throughout the world. In these circumstances, while the name of Chiang Kai-shek was seldom mentioned by it with kindness or respect, the United States Government could not be in a position of openly undermining Chiang, and indeed was forced to *seem* to assist him. Then in June 1950, the war in Korea began and, presently, the United States was fighting the armies of Communist China in bitter battle.

The Administration of Truman and Acheson still would not accept Chiang as a fighting ally, but, to avoid this, they involved themselves even more inextricably with him, for they took Chiang under their protection! The Korean war, begun as a brief police action, has lasted, at this writing, for two and a half years. During this long period, under pressure both of logic and of public opinion, the United States sent more and more aid, both military and economic, to Chiang and his Government in Formosa. And during this period, without any articulate expression from Truman and Acheson, a profound and subtle change was occurring at the "working level" of American-Chinese relations: the aid rendered to Chiang,

CONTINUED ON PAGE 128





**HERE IT IS!**

# PHILIP MORRIS KING-SIZE

**—the only leading King-Size cigarette made an exclusively different way to avoid the main cause of irritation!**

NOW! PHILIP MORRIS is available in the new  
KING-SIZE for longer smoking enjoyment.

Remember, you'll *feel better* when you change to  
PHILIP MORRIS. In case after case, coughs due to smoking  
disappear . . . parched throat clears up . . . that stale,  
"smoked-out" feeling vanishes.

So take your choice, but make *your* choice  
PHILIP MORRIS—America's Most Enjoyable Cigarette!

**KING-SIZE or REGULAR**

**YOU'LL FEEL BETTER**  
smoking PHILIP MORRIS

*Call for* **PHILIP MORRIS**

**KING-SIZE or REGULAR**  
you cannot buy  
any other cigarette  
of equal quality!





instead of being halfhearted and insincere, became day by day more wholehearted and more enthusiastic.

At the present moment, the Nationalist Government of Formosa can, according to our own standards, be called the best government in all Asia. The 7,000,000 people of Formosa are steadily improving their standard of living. There is little discontent. The financial position of the Government is sound. And all of this is simply background for a great cause—nothing less than the regaining of the mainland and the rollback of Communism in China. To this end, a significant military force is being trained on Formosa—infantry, marine, and some air. And the whole Government—that is, the legal Government of all China—is animated by a spirit of purpose and conducts itself with the austerity of do-or-die crusaders.

This is the amazing present. But what is this Government of China under Chiang? What are its historical roots? A hundred years ago a frightful human holocaust occurred in China known as the Taiping Rebellion. Little is recorded of this affair except that 10,000,000 people may have been killed in it, and that the leader of the rebellion was a wild fanatic who proclaimed himself the younger brother of Christ—thus weirdly mocking the religion of the West. But the significance of the rebellion was clear. To the Chinese, it heralded a time of troubles (Toynbee took his phrase from Chinese history), an overthrow of one dynasty (Manchu) and the long, bloody and confused wait for the establishment of another era of peace and order. Actually the overthrow of the Manchus did not come until 1911, and then it came not in the name of a fanaticism, not even in the name of a fanatical nationalism, nor did it come through some great military leader appealing to ancient Chinese tradition. The overthrow of the Manchus came through the leadership of Sun Yat-sen and in the name of a new idealism, largely inspired by the West—the idealism of democracy. And although Sun Yat-sen owed much to European thought, it was natural for him, as for others, to regard America as the great symbol of popular democracy.

But there had been one more great outburst of fanaticism before 1911—the fanaticism of China's impotent resentment against the West because the West was in so many ways obviously superior. That was the so-called Boxer Rebellion of 1900. The Imperial Court would not put down this rebellion; in part it encouraged it. The result was that the "Great Powers" of Europe plus the United States marched to Peking and were in a position there to dictate terms to the fabulous court of China. The European powers had long wanted to divide up China between them, if not into actual colonial possessions, at least into spheres of influence, and this was one more chance for a general grab. Actually most of the powers already had footholds in China of various kinds, and the only wonder was that the actual partition of China had not occurred long before in the century when the white man had taken most of the nonwhite world under his power. This had not happened—partly because the Great Powers of Europe were unable to adjust their rivalries, partly and most dramatically because the United States proclaimed the Open Door in China and invited a worldwide guarantee of China's integrity. Whatever expertese may be applied to this dynamic act of diplomacy, the fact is that this was the first significant venture of the United States into world affairs outside the Western Hemisphere.

Thus when Sun Yat-sen proclaimed the Republic of China a decade later, there was a total, undivided China for him to proclaim it for. There were, to be sure, various foreign privileges which the Republic of China must set out to revoke—leaseholds, extra-territoriality, and claims against Imperial Russia in the vague hinterland of the Mongolias and in Manchuria. But a Great China was there, substantially intact, geographically and ethnically.

The Republic of China did not establish itself easily. A period of war-lordism broke out. And then in 1927, after Sun Yat-sen had died, a man at the head of an organized army started marching through China from the South and by 1930, partly through force of arms, partly through internal political diplomacy, he established himself and his government as the effective government of most of China. Who was this man? Two facts about him speak loudly of America. Chiang Kai-shek was, and is, a devout Methodist. He was, and is, married to a beautiful lady educated in American women's colleges, who speaks perfect idiomatic American—and is a Methodist.

These facts about Chiang need not be given any more weight than the weight of symbolism. And except for these two facts, there is nothing American about Chiang Kai-shek. He speaks no English. He was educated in Japan. But Chiang Kai-shek has assumed throughout, as indeed did the masses of China until 1948, that America was his and their true friend, because America had no

CONTINUED ON PAGE 131

**RC makes you feel like NEW!**

*Yes, and RC is best by taste-test, too!*

*Enjoy 2 full glasses in each BIG BOTTLE!*

*Enjoy the finest cola money can buy!*

**DRINK ROYAL CROWN COLA**  
BEST BY TASTE-TEST

GUARANTEED BY GOOD HOUSEKEEPING

*Buy RC by the carton for extra economy!*





GENTLY, NOW, OR YOU'LL TAKE OFF...



HERE'S RESPONSIVE, ALIVE-WITH-ACTION POWER.



FEEL HOW IT HUGS THAT CURVE...

# Right Here — Start to Test the Best-Performing Mercury in History



... NOTICE HOW EASILY IT HANDLES.



THIS IS UNIFIED DESIGN AT WORK...



... THE SECRET OF ITS BETTER BALANCE...



... AND EFFICIENCY THAT'S THRIFT ITSELF.

*then — test the real thing at your dealer's*



Standard equipment, accessories, and trim illustrated are subject to change without notice. White side-wall tires and full-disc hubcaps optional at extra cost.

Take one more ride with those pictures above and you'll understand what we're trying to do.

We're trying to give you on paper some of the feeling, some of the joy, some of the excitement that's yours in driving a brand-new 1953 Mercury.

For this is the new Mercury, the best-performing of all time—more exhilarating to drive than ever before.

Great as it was, we have now stepped up its responsive hustle to the highest level in Mercury's famous V-8 history.

So you're off and running almost at a thought. You wing over hills, around

curves, with new and delightful ease. And that's far from all.

With unique new Unified Design, you find the entire car working for you, with a new solidity, a new kind of balance. And like all good things engineered with honesty, you have an amazingly beautiful design—styling that will command attention for a long and happy time to come.

But pictures and words can't do Mercury justice. You must take the actual ride to know the full story. And that begins at your nearest Mercury dealer's—whenever you're ready.

MERCURY DIVISION • FORD MOTOR COMPANY

GET THE FACTS AND YOU'LL

GO FOR THE NEW 1953

# MERCURY



*Mercury—symbolizing the progress of Ford Motor Company in its 50th anniversary year*



# Good Morning to You



BITE SIZE  
WHEAT CHEX



BITE SIZE  
RICE CHEX

Wake Up and Enjoy  
a New Experience in  
**GOOD EATING ...**

## PARTY MIX—Good and Easy Bite Size Snacks

Melt  $\frac{1}{2}$  c. butter in shallow baking pan. Stir in 1T. Worcestershire sauce,  $\frac{1}{4}$  t. salt and  $\frac{1}{8}$  t. garlic salt. Add 2 c. Wheat Chex, 2 c. Rice Chex, and  $\frac{1}{2}$  c. nuts. Mix well. Heat 30 minutes in 300° oven, stirring every 10 minutes. Cool.

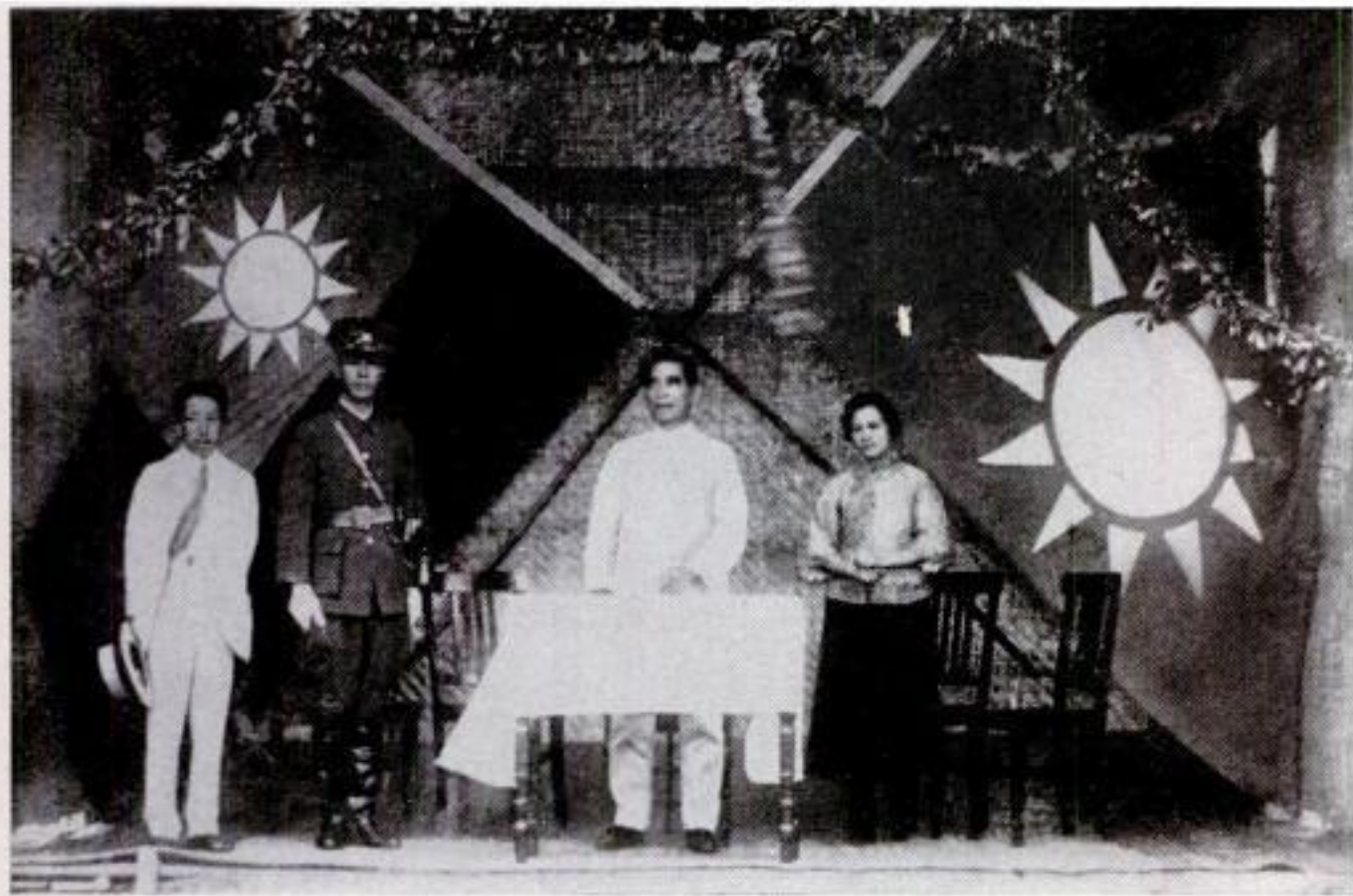


Other delicious  
Checkerboard Cereals  
... Instant Ralston, Regular Ralston

Tempting rice—hearty wheat—  
flavor-spun into tender shreds,  
toasted to sunny crispness ...  
wonderful when your taste  
welcomes something morning-fresh.  
Take time to enjoy them each day  
... those *delicious* flavors you get in  
**THE ONLY BITE SIZE  
CEREALS IN THE WHOLE  
WIDE, WONDERFUL U. S. A.!**

Ralston Purina Company, St. Louis, Mo.





**CHINA'S LEADERS**, Chiang Kai-shek and Dr. Sun Yat-sen (second and third from left), were photographed in 1924 with Liao Chung-kai, Mme. Sun.

## AMERICA AND ASIA CONTINUED

colonial or imperial ambitions and because America was by nature irrevocably democratic. The Methodism and the marriage symbolized the acceptance of the proposition that while China would certainly remain Chinese (of all the peoples in the world the Chinese, the most numerous, are among the most homogeneous) nevertheless China could not be reborn except in terms of deep reformation of thought and feeling, and for this, significant leverage must come from the ideals which had developed through the centuries across the waters.

Much besides Christianity and idealism had hit China by the 20th Century, at a time when even by Chinese reckoning must come a time of troubles and of change. There was the new and dynamic commercialism and finance capitalism of the West. There was the technology and the military power of the West. There was the powerful logic of the West, the tremendous feeling for objective truth in religion as well as in science. The influences on the China of the new century were the influences of logical positivism and materialism as well as of Christianity.

Nevertheless not only in the person of Chiang Kai-shek himself, but in the persons of hundreds in the new Government and civil service, the Christian Chinese occupied a place of importance. Very broadly, yet truly, it was thought that China, while by no means repudiating Confucius and all that was good and moral in the age-old Chinese civilization, was destined to advance toward democracy with considerable help from Christian influence. Hope for democracy and for progress was the tie which the China of Chiang Kai-shek conceived that it had with America. And it was further thought that this tie would be sufficient both for liberation from the Japanese—for the Japanese assault on China seemed inevitable—and for the development of a free, united, progressive and strong China.

Thus the United States and China are bound by these great ties: 1) the historical, 2) the idealistic and 3) the actual immediate involvement with Chiang and his Nationalists. By historical is meant the specific intervention of the United States in terms of the Open Door policy and other acts and policies consistent with this basic position, and courageously confirmed by U.S. Secretary of State Henry L. Stimson when he refused, in 1932, to accept the Japanese conquest of Manchuria. The other two ties, the idealistic and the practical alliance with Chiang, are closely related. For Chiang and his Government, whatever may have been their past failings, are the representatives of democratic idealism, which, especially in the case of China, derived from American ideals and example.

With regard to the black marks against Chiang Kai-shek, especially in European reckoning, there is in many quarters a wishfulness to find and recognize some Third Force as the representative in China of democracy. This is wishful thinking, without any slight hope of realization, for the Third Force simply does not now exist outside of China and there is no chance whatsoever that it will develop outside China. (If Chiang should die, his successor would be found in Formosa.) The only potential Third Force which is likely to develop is one *inside* China, but it will appear on only one condition, namely that the shell of Communist Tyranny be cracked. The **only** Chinese force which can serve as a spearhead to crack that **shell** is Chiang Kai-shek and the Nationalists.

It is not the intention of this article to argue policy, but simply

CONTINUED ON NEXT PAGE



"Oh, boy - a whole case of Wildroot Cream-Oil!"



Get that successful look  
with America's largest  
selling Hair Tonic!

### CAN YOUR SCALP PASS THE FINGERNAIL TEST?

Don't give dandruff and dryness a chance to ruin the looks of your hair. Keep it neat and natural all day with Wildroot Cream-Oil. Made with the heart of Lanolin, so much like the natural oil of your skin!

29¢ 60¢ \$1



NO RUBBING!  
JUST DIP  
AND RINSE!



98¢  
Giant Economy  
Size \$1.98

Cleans Silver, Silver Plate and Gold

Distributed in Canada by Mopa Co., Ltd.

## Amazing new INSTANT-DIP

Cleans Silver in Seconds

See that tarnish disappear like magic.  
See your silver take on fresh splendor.

What a saving of drudgery—no tedious rubbing and polishing. All you do is dip, rinse and dry. For larger pieces apply with cloth, sponge or brush. Economical too. You can pour it back into the bottle and use it repeatedly.

Save yourself hours of hard work.  
Get a bottle of INSTANT-DIP today.

**GUARANTEED**

not to injure even the finest sterling

NON-INFLAMMABLE  
NON-ABRASIVE

© Lewal Industries, Inc., 114 East 32 St., N. Y. C.

**INSTANT-DIP** does an hour's work in 3 Minutes!



THE BUTTERMINT THAT MELTS



# Butter



## makes the



## difference



Naturally, there's a difference, when it's 93-score, fresh creamery butter that makes Vernell's Fresh Buttermints "the buttermint that melts."

**Vernell's**  
fresh  
**BUTTERMINTS**

Vernell's Sales Company, Seattle, Washington

One of America's Leading Candy Confections  
AT SUPERMARKETS, DRUG AND DEPT. STORES



**MEDICAL MISSIONARIES** have tightened the bonds between U.S. and Asia. Here D. Edwin McDaniel gives shots at Presbyterian Mission in Siam.

### AMERICA AND ASIA CONTINUED

to state some of the ineluctable realities in the relationship between America and Asia.

Our relationship, then, at the moment with China is this: the achievement of a "free and united China" is a monumental occurrence which the United States has long desired and which, over the years, the United States has done much to promote and assist. The achievement of this goal is now inextricably bound up with Chiang's purpose to regain the mainland. In fact, the highly significant paradox arises that the Truman-Acheson Administration, which would have liked nothing so much as the consignment of Chiang Kai-shek to oblivion, committed the United States to Chiang Kai-shek as completely as the United States has ever been committed to any government or any faction anywhere any time.

### JAPAN-KOREA-CHINA


**W**E have become, through the course of events, and we are today more than ever, deeply involved in the life and destinies of Japan, Korea and China. These are the three Northern nations of Asia. China, to be sure, is the Middle Kingdom but its center of gravity is North of the Yangtze. Thus the finger of history keeps on pointing to—Manchuria. Ultimately, Manchuria is the question.

The ultimate goal of the present endeavors of the United States is plainly a capability to negotiate with Soviet Russia from a position of very great strength. At that point, the "ultimate" question of Manchuria might furnish the principal corpus of negotiations. And all three of America's North Asian allies, Japan, Korea and China, with whom we are so intimately involved, might profit deeply from a negotiated and negotiable Manchuria, not in the spirit of Yalta, but in the spirit of genuine pacification. In order to get to that point in time and space, the first essential is that the Communist Tyranny in China should be thoroughly shaken and that as much as possible of China should be "Free." And the second essential is that the United States should help to bring about a constructive friendship between Japan, Korea and Free China. If I go forward into these great matters of policy and objective, it is because without some consideration of what our future course must be it is impossible to make clear what the realities of our existing relations are. Only when a great part of China is free can our relations with the Chinese people resume the pattern of peace, idealism and friendliness which destiny has indicated and which is also, and obviously, the *sine qua non* of good relations, in this global age, between The East and The West.

Meanwhile—as fate will have it—Korea is on the verge of becoming an independent and self-defending nation for the first time in centuries. If Korea actually becomes so, the United States will have played a great part in that re-birth of a nation.

CONTINUED ON PAGE 134

# HEADACHE?




GET  
**MORE**  
**PAIN-RELIEVER**  
**FASTER**  
WITH  
**Alka-Seltzer**

BRAND Reg. U. S. Pat. Off.

**Soothing, Gentle**  
**EFFECTIVE**  
DOESN'T  
UPSET YOUR STOMACH

ALSO **FIRST AID** FOR  
ACID INDIGESTION  
COLD DISCOMFORTS  
MUSCULAR  
ACHES



DISPLAYED AT  
DRUG STORES EVERYWHERE  
U. S. and Canada

MILES LABORATORIES, INC., ELKHART, IND.



**MEN OF  
PRODUCTION**  
IT WILL PAY YOU  
to see **Dickies** big ad  
in this issue

**GET RID OF  
3 o'clock COBWEBS**



**Be Alert in MINUTES**

Keep NoDoz Awakeners handy for those times you feel drowsy... "below par." NoDoz Awakeners give you a lift without a letdown. Quickly help you become your normal, alert self again! At your druggist.

USED AND APPROVED BY  
MILLIONS SINCE 1933

ON THE HIGHWAY  
ON THE JOB  
AFTER HOURS

Ask for  
Economy Size

**NODOZ**  
AWAKENERS

HARMLESS AS COFFEE





*Lee Tires are built to take a double beating*

## ...and they give you a DOUBLE GUARANTEE

When the time comes to replace the tires on your car, you actually need *better* tires than you do when your car is brand new.

Here's why. In a new car, steering and braking mechanisms are in A-1 shape. They are good to the tires. But wear and tear take their toll. The mechanisms lose their fine balance. They gang up with road conditions to give your tires a double beating.

That's why it pays to replace with Lee Super DeLuxe Tires . . . engineered and built primarily as replacement tires, fully able to stand up under the double punishment that new-car tires don't have to take.

Lee Super DeLuxe Tires are, in fact, *guaranteed* to withstand this double beating.

### **You can't lose with the LEE Double GUARANTEE**

Lee Super DeLuxe Tires carry not only a lifetime guarantee of quality in materials and workmanship, but also a 15-month guarantee against road hazard damage of any kind, including impact breaks, cuts, bruises, blowouts. This guarantee protects you even if the damage is caused by faulty brakes or improper mounting . . . or by misalignment or underinflation . . . or simply by tough luck on the road.

There are no if's or but's about this guarantee. You pay nothing extra for it . . . or for Lee Tires. We offer it confidently, because we know how well these tires will stand up. The guarantee that protects your pocketbook is based squarely on the extra strength that protects your safety.

### **A Guarantee Honored by 19,000 Lee Dealers**

From coast to coast, there are 19,000 Lee Tire dealers who stand ready to back up this exceptional guarantee . . . and to fit your car *now* with the Lee of Conshohocken Tires designed for it.

**LEE RUBBER & TIRE CORPORATION • CONSHOHOCKEN, PA.**  
Republic Rubber Division • Industrial Rubber Products • Youngstown, Ohio





don't be a **floor**  
**silly**  
**Lilly**



Scrubbing is foolish. Install amazing plastic floor. Dirt wipes off fast, easy. Never needs waxing for wear-protection. No kitchen mess can stain. Wears longer! 25 superb colors by tile or yard. The MODERN floor — and counter top, too.

**Flor-Ever**®

**FINEST Vinyl FLOORING**

DELAWARE FLOOR PRODUCTS  
division of Congoleum-Nairn Inc.  
WILMINGTON 99, DEL.

**LET'S EAT!**



**NO FEAR OF  
ACID INDIGESTION,  
HEARTBURN, NOW!**

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



**FOR THE TUMMY**

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
SEE IF YOU DON'T FEEL BETTER

## AMERICA AND ASIA CONTINUED

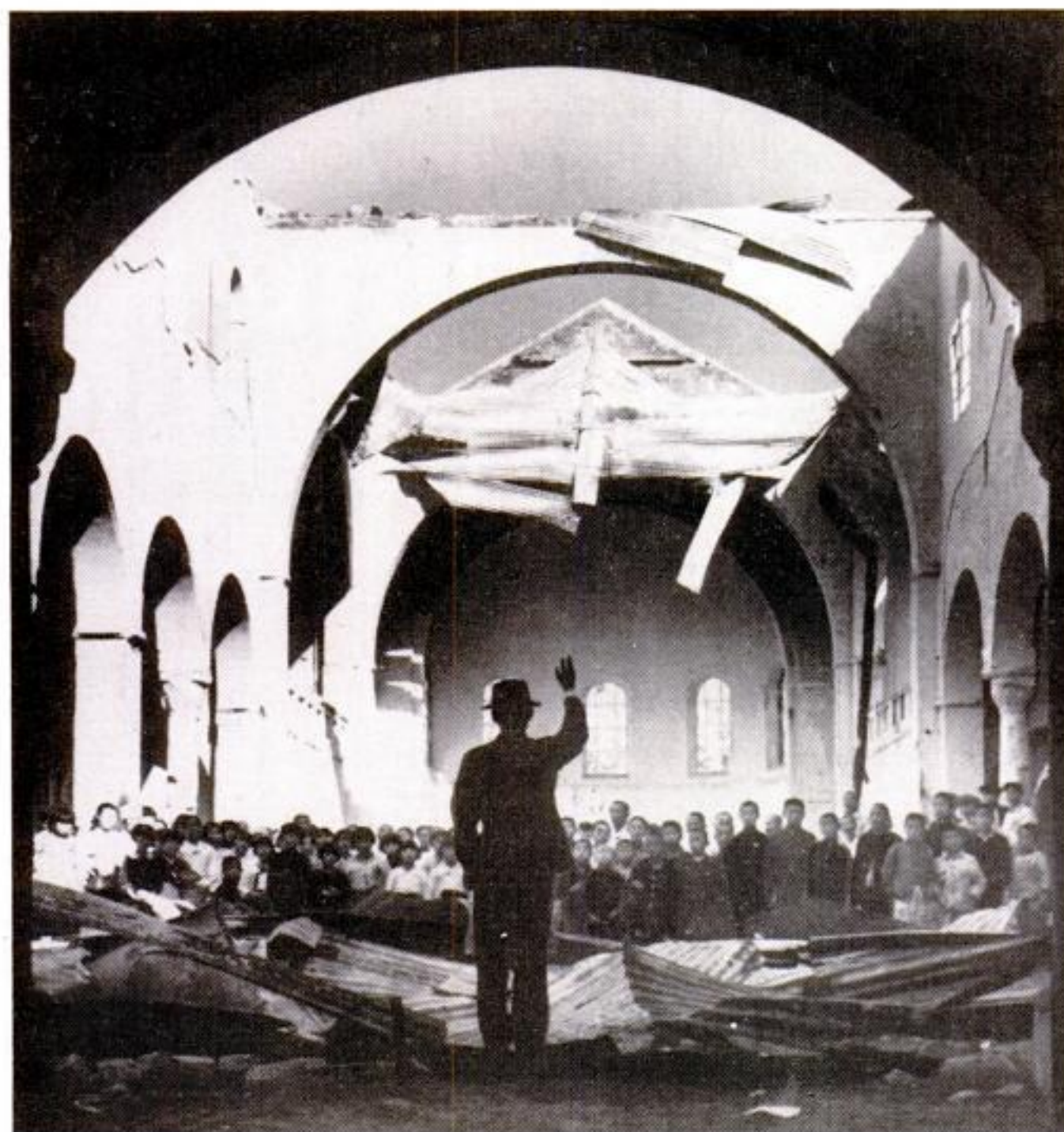
With Korea free, with China becoming free, then, as the great friend of all three, it will be America's privilege to assist in bringing about good relations between all three—Korea, Japan, China. And there is where the real center of gravity of a Pacific Security Pact is. A pact embracing these three spells Peace in the whole vast Pacific area; it would be the final and adequate barrier to Communism or Russian imperialism in Asia. That is, furthermore, the sign and condition of a democratic Asia.

## SOUTHEAST ASIA

**N**OW what is the significance of our relationship to that other Asian country with which we have a special relation—the Philippines? Its significance is the special moral relation which has been described and which the phrase "show-window of democracy" will serve to summarize. But geopolitically, the significance is that the United States, in this epoch of her world leadership, finds herself with a very special ally in the vast area which may be called Southeast Asia, and may properly be extended to include Australasia. Because of the Philippines we are not in that region strangers.

Southeast Asia is not of primary importance, geopolitically. The fate of all Asia will be mainly determined in the area Peking-Mukden-Seoul-Tokyo. However, the millions of people in Southeast Asia, the many nations and tribes, the vast resources, make it an interesting and substantial part of our planet. Much will happen there for good and evil; leading men will appear on that part of the world stage; words will be spoken which must be heeded. We will watch and listen and act—and by no means entirely as strangers or outlanders, because of the Philippines.

This is not to say that we do not have relations, and even significant ones, with other countries in that area. Australia, to go farthest Southeast, claims our attachment as fellow-white-men in the Pacific and we claim in them an even broader kinship in the fellowship of free men. American missionaries (see *Anna and the King of Siam*) have long had a respectable place in Siam. The great American oil industry is all over. But, except for the Philippines, the really deep and broad relationships with Southeast Asia are only now in the making. New Guinea begins to mean something to us because MacArthur and his men fought there. Borneo we barely glimpsed. Indo-China—we may have a helpful part to play in nation-making there. And Indonesia may get around to making up its mind as to whether on the whole it wishes to claim us as a friend. All these relationships—of prayers at a common altar or blood in a mutual battle—lie before us. They will be part of the burden and the joy of American involvement with all things everywhere.



**THE FAITH OF ASIA** has not been shaken even by war. Here Korean Methodists gather for worship in bomb-torn church near town of Wonsan.



"Nope, not a new baby  
... just got my

**CINCO-THERMOSEAL  
Combination Windows!"**

"Yessir, this is a great day for me! No more changing screens or storm windows—just solid comfort. Cinco-Thermoseal combination windows will keep my home warmer in winter, cooler in summer and properly ventilated, with drafts and rain shut out. The best in window insulation—that's Cinco-Thermoseal."

For free literature and name of nearest dealer, write Dept. 3-LE-23

THE CINCINNATI FLY SCREEN DIVISION  
of the F. C. Russell Company • Cleveland 1, Ohio

**CINCO-THERMOSEAL**  
DELUXE ALUMINUM  
COMBINATION SCREEN & STORM SASH

## Skin Sufferers

Very first use of soothing cooling, liquid D.D.D. Prescription positively relieves raw red itch—caused by eczema, rashes, scalp irritation, chafing—other itch troubles. Greaseless, stainless. 43¢ trial bottle must satisfy or money back. Ask your druggist for **D.D.D. PRESCRIPTION**.

## MEN OF PRODUCTION

YOU SHOULD SEE  
**Dickies** big ad  
in this issue



**Dickies**  
SHIRTS & PANTS

TRUST  
THIS LABEL

ORDINARY  
**HEADACHE**  
FEEL BETTER FAST!



If you own a Schick or Remington  
Electric Shaver...

Get a closer shave and greater comfort! Prepare your face before you shave. In just 3 seconds **Lectric Shave**:

1. Evaporates sticky, razor-clogging perspiration.
2. Lubricates the skin for more comfortable shaving.
3. Softens your beard for closer shaves.

Use **Lectric Shave** with any shaver. 49¢, no U.S. tax, for eighty shaves.



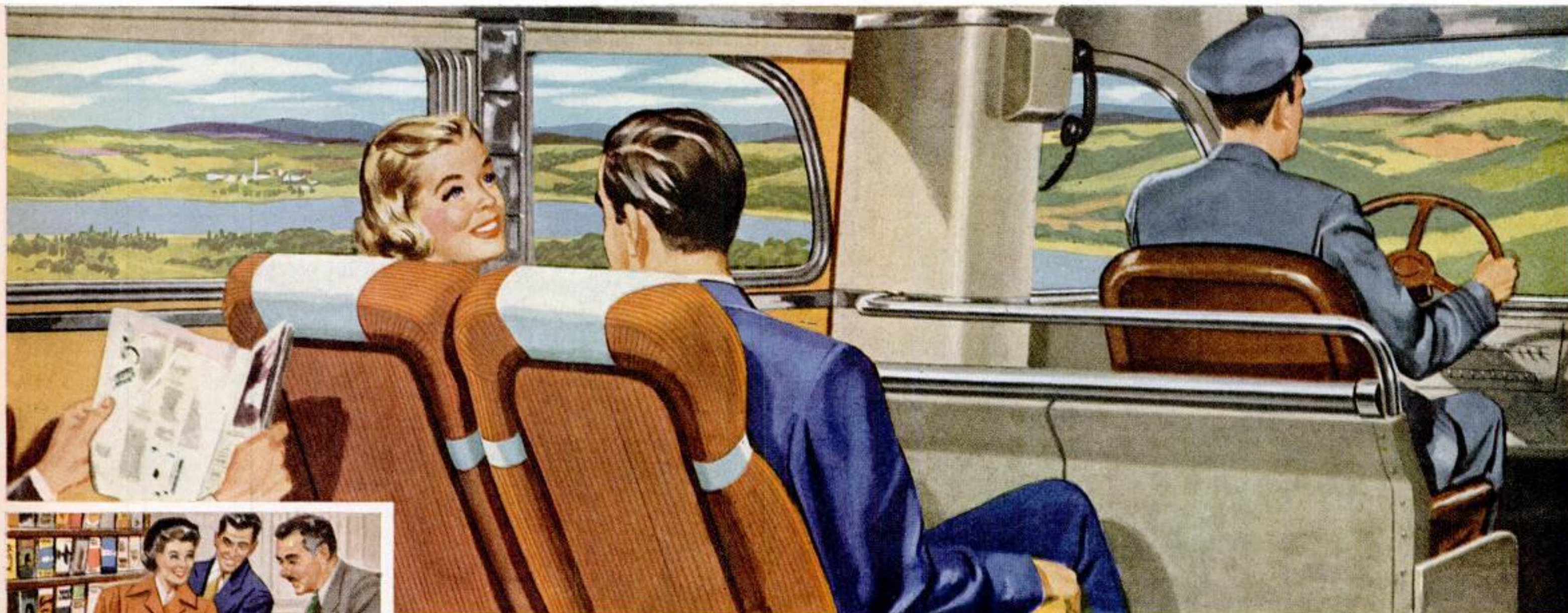
Free month's supply! For a generous sample of **Lectric Shave** write: J. B. Williams Co., (LL-11), Glastonbury, Conn.



# There's One Sure Way



**to solve today's driving problems**



**Be Sure** OF FRIENDLY SERVICE  
IN PLANNING TRIPS NEAR OR FAR  
Your Greyhound agent is the man to see!



**Be Sure** OF MORE THROUGH  
SCHEDULES TO MORE PLACES in all 48  
states, Canada, Mexico. Express and Limited  
schedules save hours, offer extra luxury.

## Go Greyhound!

To the millions of Americans who are acutely conscious of traffic nerves, when driving their own cars on out-of-town trips, we say:

*There's ONE SURE WAY to give yourself a much-needed rest, on travel to almost any part of this continent—near or far.*

That way is Greyhound! It means riding ease that can hardly be matched... it means warmth and comfort, in reclining easy chairs adjusted to your pleasure... it means complete freedom

from driving strain, as one of the world's finest, safest drivers pilots your SuperCoach.

And Greyhound's the ONE SURE WAY to save dollars on every trip, with fares much lower than any other form of transportation—a small fraction of the cost of operating the family car.

If you want the highest standards of dependability, schedule frequency, scenic enjoyment—if you want Today's Best Buy in Travel—then choose the ONE SURE WAY... choose Greyhound.



### SEND FOR FREE PICTORIAL TRAVEL BOOKLET

Mail coupon to GREYHOUND INFORMATION CENTER, 105 WEST MADISON, CHICAGO 2, ILL. for free 16-page pictorial booklet describing pre-planned trips to all America!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ L-2-53



### Be Sure OF SAVING MONEY EVERY MILE

Call the Greyhound agent for low fares like these from your home city—then compare with any other! Even greater savings on round trips!

|                                    |         |                                 |         |
|------------------------------------|---------|---------------------------------|---------|
| Chicago to New York . . .          | \$17.95 | Dallas to Los Angeles . . .     | \$29.55 |
| Boston to Miami . . .              | 29.00   | Cleveland to Detroit . . .      | 3.95    |
| San Francisco to Los Angeles . . . | 5.95    | Omaha to Portland, Ore. . .     | 32.70   |
| St. Louis to New Orleans . . .     | 12.55   | San Francisco to New York . . . | 56.70   |
| Detroit to Tampa . . .             | 24.15   | Chicago to Los Angeles . . .    | 41.65   |
| Minneapolis to Seattle . . .       | 33.90   | Detroit to Chicago . . .        | 6.00    |
| Philadelphia to Washington . . .   | 2.95    | Washington to Cincinnati . . .  | 12.00   |

Prices subject to change. U. S. Tax Extra.





*Only the Best  
is Labelled*  
**BELLOWS**

PEOPLE WHO DRINK BELLOWS  
**PARTNERS  
CHOICE**  
SELDOM CHANGE

*You might as well  
Serve the Best...*  
**IT COSTS YOU NO MORE**

**BELLOWS & COMPANY**  
*Since 1830*  
*Quality beyond Question*  
**BALTIMORE** **MARYLAND**  
We served your grandfathers...  
and expect to serve your grandsons.

40% STRAIGHT WHISKEY • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



# RELIEVES PAIN OF HEADACHE NEURALGIA NEURITIS

**FAST**

The way  
thousands of  
physicians  
and dentists  
recommend



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

## MAKE BIG MONEY WITH WOOD FIBRE FLOWERS!

IT'S EASY! IT'S FUN! Make beautiful lifelike rose corsages in spare time. Friends buy on sight; pay you amazing profits. Complete money-making kit with finished sample and A-B-C instructions only \$2 postpaid. Satisfaction Guaranteed! Get FREE Catalog; over 1000 profit-making ideas. Order today! FLOWER MATERIALS CO., Dept. 77-AK 229 So. Wabash Ave., Chicago 4, Ill.

ROSE KIT  
With Sample  
\$2  
POSTPAID



## MEN OF PRODUCTION

DON'T MISS  
**Dickies** big ad  
in this issue



Cooking for a man?

What a dash  
can do  
for Hash!

**A-1**  
SAUCE

the dash that makes the dish

Ask for A.1.  
when dining out, too.



## THE BOUNCE GIRL

Audrey Leitch began bouncing up in the air from the canvas blanket at the start of the St. Paul winter carnival parade. For three miles as the parade went on she kept bouncing and, as she passed in front of the St. Paul Cathedral (above), it looked for a moment as if she would come down on the lofty spire. By the time the parade was finally over her 16 stalwart blanket-holders were exhausted but Mrs. Leitch, 5 feet 1 and the mother of six, was as fresh as ever and pleased at being officially recognized as the carnival's "Bounce Girl." A skillful tumbler since grade school days, she explains how she avoids injury and fatigue: "I don't land exactly on my back but sort of on my rump."



**KEEP**

**the power  
you bought!**

POWER ON THE HILLS  
or get-away power in traffic  
... both demand a superior  
motor oil. To give your en-  
gine that "new-car feeling,"  
treat it to the best: Fill your  
crankcase with a brand of  
100% Pure Pennsylvania  
Motor Oil, made from  
Nature's finest crude oil.

**ASK** for a brand of

**100% Pure  
PENNSYLVANIA  
Motor Oil**

PENNSYLVANIA GRADE  
CRUDE OIL ASSOCIATION  
Oil City, Pennsylvania







**GAYEST GUEST** was Mimi Schweiger who played a bit part in tableau and major role in later merriment.

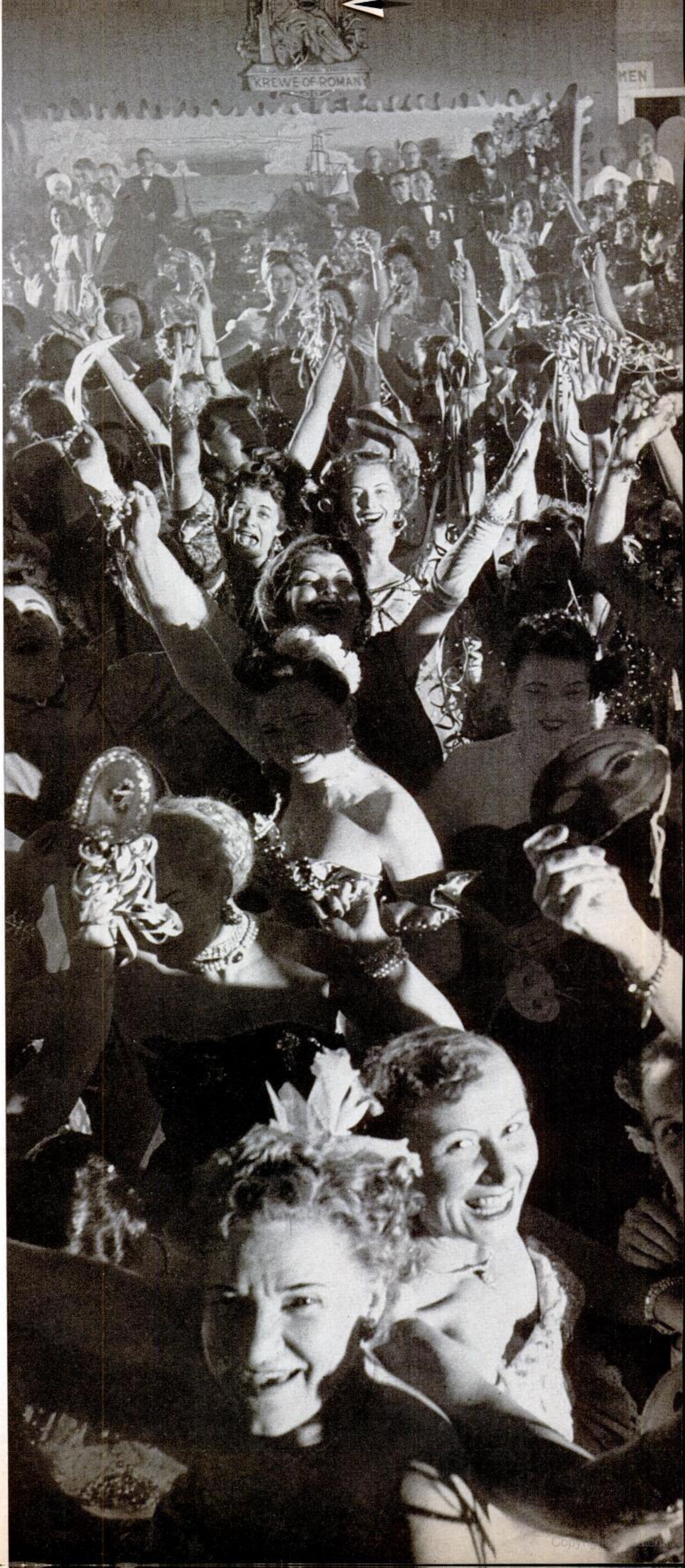
## *Life Goes to a Mardi Gras Warm-up*

### **BATON ROUGE BELLES HAVE A BALL AT HOME**

Getting a jump on the big New Orleans Mardi Gras, 100 ladies of Baton Rouge got together and gave a big pre-Lenten blowout. Following Mardi Gras tradition, they formed a "Krewe," chose a queen and put on a tableau involving a local legend and a voodoo act in which two newly killed fowl were waved wildly about, spattering blood. The ball's 100 costumed hostesses wore masks and made a rule that women could cut in on men. All told, about 600 people attended, winding up the evening with a series of champagne breakfasts. Gathering strength, most of the Krewe then headed for the bigtime doings at New Orleans.



**MINOR CRISIS** which overtook Bill Cosselman was soon remedied by Cleo Gould.

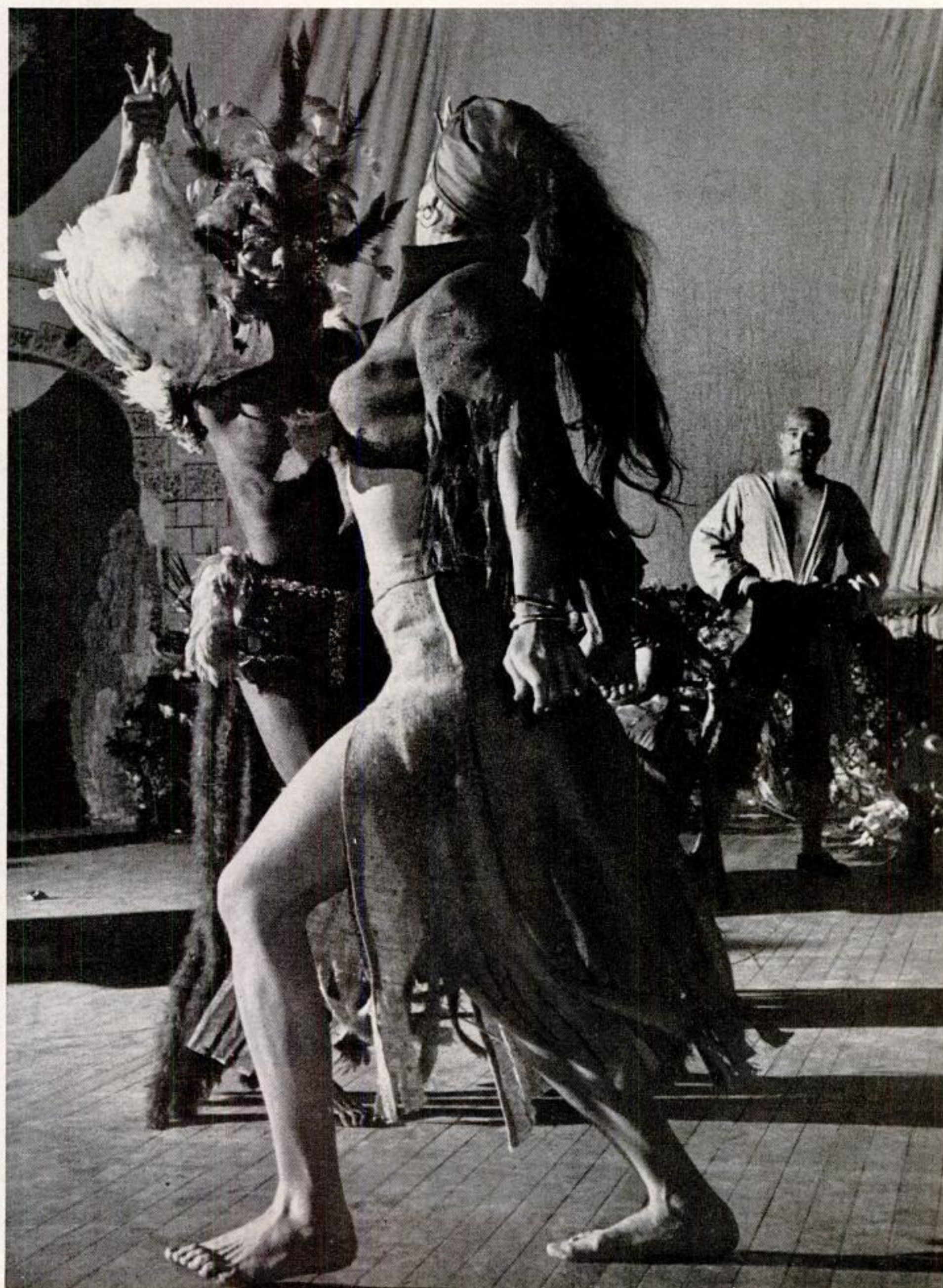






**AT COURT PRESENTATION**, Queen Betty Routh Reed played Empress Josephine in tableau

in which Pirate Jean Lafitte brought Napoleon to an island off Louisiana where he was later buried.



← **MASS UNMASKING** of Krewe took place at midnight amid shower of confetti, paper streamers.

**VOODOO STOMPING** brought on Dadu Kumari waving freshly killed roosters before partner.





## PYRENEAN PEEKABOO

Two children were playing on the steps of a picturesque little old house in the village of Villefranche-de-Conflent in the French Pyrenees. Suddenly a picturesque little old lady popped out of the door. A photographer named Erika Klopfer who was passing in the street below motioned to the kids to get out of the

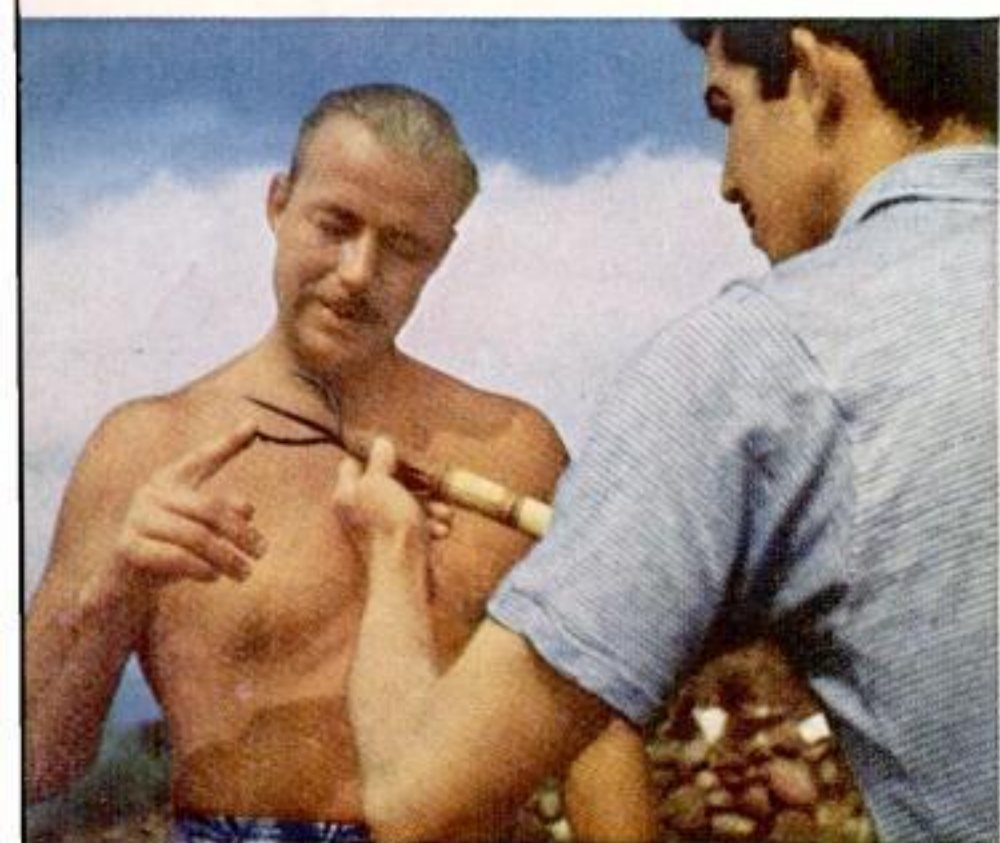
way so she could take a charming picture of Old World life. They obediently ducked down behind the geranium pots, and only when the film was developed did Miss Klopfer discover that curiosity had kept them within camera range, making a still more picturesque Pyrenean scene than she had been shooting for.





## Spearhead Attack on Mexico's wily webfoot

**1** "You leave the luxuries at home when you stalk waterfowl with the Tarascan Indians of Lake Patzcuaro. You've no duckblind, no decoys, no retrievers, no shotgun. And hunting ducks with bamboo spears can be a wild-geese chase," writes Arthur Ware, Jr., an American friend of Canadian Club. "The closest we could approach a flock was 60 feet—and at that range it's easy for even a Tarascan to miss."



**2** "A bird is a dead duck if he's caught by the sharp barbed points of the Tarascans' trident-headed spears. But my Mexican guide warned me I'd need the skill of a javelin thrower and the stealth of a hawkshaw if I hoped to connect."

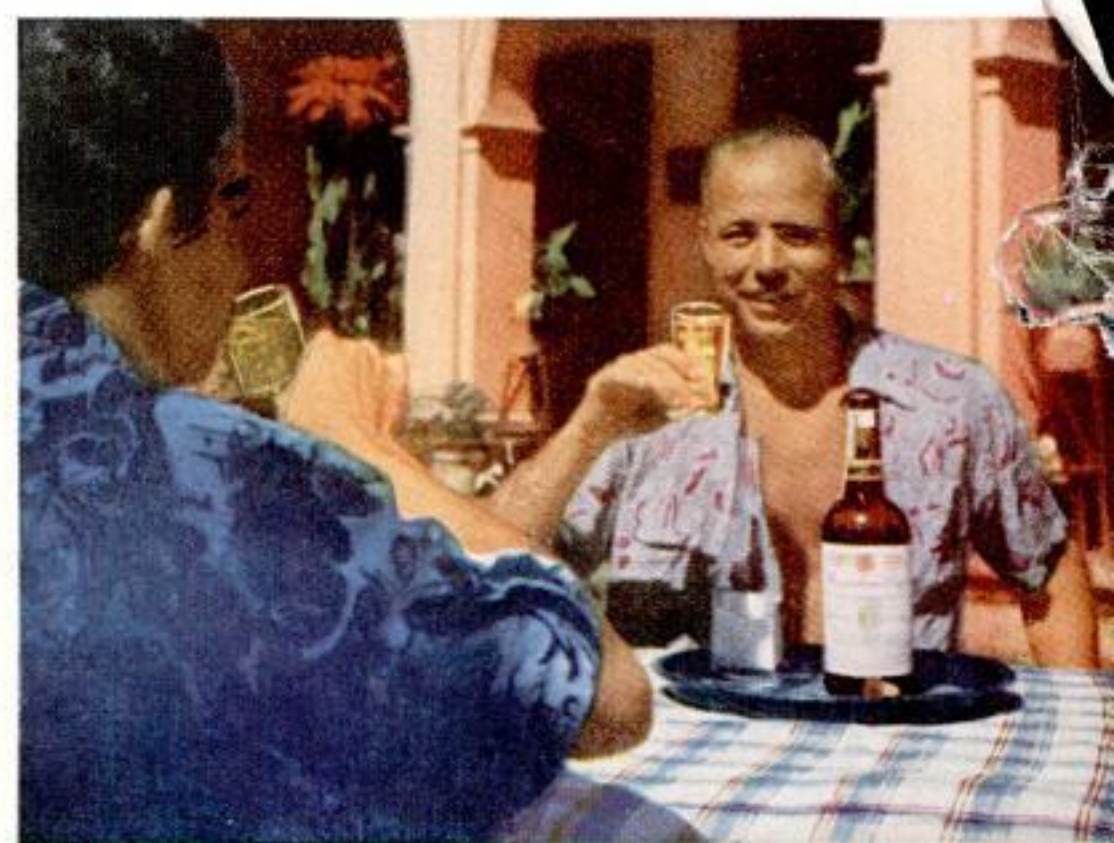
**5** "Lake Patzcuaro's ducks fly nearly 5,000 miles a year on their migrations. I travel a lot farther myself, and Canadian Club is the top-flight whisky almost everywhere."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon.



**3** "I finally scored when my spear grazed an airborne duck, stunned him, and dropped him with a splash, into the water. He came to... and dived under. When he surfaced I was there with another spear and he was mine. With that plump pintail in the bag, I decided to quit while I was still ahead."

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.



**4** "Spearing ducks is a throwback to man's primitive struggle for survival. I felt I was living in the past till I got back to my hotel—and found a bottle of Canadian Club!"




IN 87 LANDS... THE BEST IN THE HOUSE

# "Canadian Club"

6 YEARS OLD  
90.4 PROOF

IMPORTED FROM WALKERVILLE, CANADA, BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.





**Chesterfield  
is Best  
for YOU!**

"Chesterfield is the only cigarette I can speak for, because it's the only one I smoke. I've smoked Chesterfield for 22 years and I recommend you try 'em—They Satisfy—and how!"

*Ed Sullivan*

Millions see him on TV's "Toast of the Town" and read his famous column.


**—And First to Present  
this Scientific Evidence on  
Effects of Smoking**

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After eight months, the medical specialist reports that he observed . .

*no adverse effects on the nose, throat  
and sinuses of the group from smoking  
Chesterfield.*

CHESTERFIELD—FIRST and only premium quality cigarette available in both regular and king-size.



CONTAINS TOBACCOS OF BETTER QUALITY  
AND HIGHER PRICE THAN ANY  
OTHER KING-SIZE CIGARETTE

**Buy CHESTERFIELD *Much Milder***

Copyright 1953, Liggett & Myers Tobacco Co.